

TRAVEL PRINTOUT



Supported by a grant from Travel Industry Association of America

U.S.
Travel
Data
Center



Research News for the U.S. Travel Industry

October 1985

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1984 TRAVEL SPENDING IN THE U.S. REACHES \$224 BILLION

U.S. and foreign travelers spent \$224 billion in the U.S. during 1984, 8 percent more than in 1983, according to the U.S. Travel Data Center's 1984-85 Economic Review of Travel in America.

The rise in travel expenditures occurred despite a decline in foreign visitors to 20.8 million, a drop of 4 percent from 1983 levels.

The report, widely accepted as a key reference to the travel industry, also noted that travel spending in the U.S. directly supported 4.7 million jobs, paying nearly \$51 billion in wages and salaries and producing over \$25 billion in federal, state and local tax revenue.

While the 1984 gain in travel industry sales lagged growth in the gross national product in both real and dollar terms, travel industry employment continued to outpace the overall economy, producing 479 thousand additional jobs for the year.

If viewed as a single retail industry, the travel and tourism sector is the third largest retail industry in business receipts (after automotive dealers and food stores), a position it has maintained since 1983, when auto sales pushed travel spending out of second place.

Petroleum consumed in traveling away from home in the U.S. rose 4 percent in 1984, but accounted for less than 11 percent of U.S. petroleum consumption.

The 80-page report contains charts, tables and narrative on trends in travel and tourism and their impact on the U.S. economy from 1973 to the present, and includes chapters on international visitors and regional visitation patterns.

The 1984-84 Economic Review of Travel in America will be sent to members

and is available to others for \$45.00 prepaid from the U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

TRAVEL INDUSTRY EXPERTS FORECAST PROSPEROUS YEAR

The travel industry will prosper in 1986, according to speakers at the U.S. Travel Data Center's eleventh annual Travel Outlook Forum, held on September 20. Travel industry experts gave their forecasts for many sectors and segments of the industry:

- Not only is 1985 shaping up as the best growth year for travel since 1981, but all of the economic and demographic and inflation factors are in place to reasonably ensure that this growth is going to continue on into 1986.

- Vacation travel is strong, and it should continue to be so. Business travel is thriving, showing an increase of about one-third in the first half of this year over last year, and growth should continue as long as the economy cooperates and continues to grow.

- Traffic on common carriers, particularly the nation's air carriers, is rising at dramatic rates. Common carriers now account for nearly one quarter of all intercity passenger miles recorded in this country. Common carriers' gain has, of course, been at the expense of auto travel, which has shown very little growth.

- The "Visit U.S.A." market--for the first time in four years--is going to show growth in 1985 (and continuing into 1986), as the dollar weakens or at least maintains its current level. No one at the forum predicted a stronger

(Continued on page 3)

TRAVEL PRICES RISE MODERATELY IN AUGUST

Plummeting gasoline prices held the cost of travel to a 0.4 percent increase in August, its slowest monthly rise since February, according to the U.S. Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) grew at the smaller rate of 0.2 percent in August.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, climbed to 388.1 in August (1967=100).

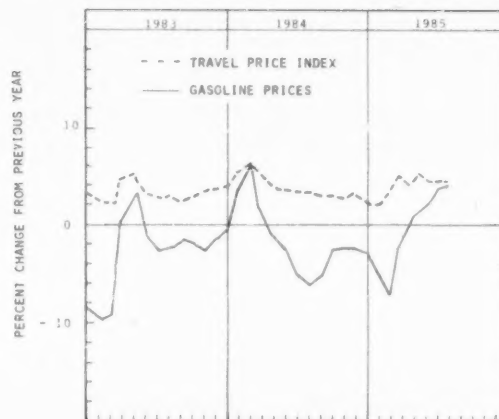
Gasoline prices fell 0.9 percent in August, the only TPI component to post a decrease. This marks the first time that gasoline prices have declined in the past six months.

Lodging prices posted the largest increase of all, up 1.7 percent over the previous month. The cost of incidentals were up 0.5 percent, followed by 0.3 percent increases in the costs of food away from home, intercity bus and taxicab fares.

Intercity train fares were unchanged in August.

The TPI has risen 5.0 percent in the past twelve months, compared to a 3.4 percent increase in the CPI.

Lodging prices have jumped 8.1 percent over the previous year, the most of any TPI component. Intercity bus fares have followed with a 6.8 percent advancement in the past year. Entertainment services have grown 5.4 percent in the same period. **



GASOLINE PRICES HELP TO MODERATE INCREASES IN THE TRAVEL PRICE INDEX

Monthly and Annual Rates of Change in the Travel Price Index and Components, August 1985

TPI Component	Monthly Percent Change July 1985 to August 1985	Annual Percent Change August 1984 to August 1985
Transportation	- 0.3	3.8
Airline Fares	0.1	3.2
Intercity Bus Fares	0.3	6.8
Intercity Train Fares	0.0	2.9
Taxicab Fares	0.3	3.0
Gasoline	- 0.9	4.3
Lodging	1.7	8.1
Food Away From Home	0.3	3.8
Entertainment Services	0.1	5.4
Incidentals	0.5	2.5
TRAVEL PRICE INDEX	0.4	5.0
CONSUMER PRICE INDEX	0.2	3.4

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6235.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$49 per year, U.S., Canada and Mexico; other foreign countries, \$59 per year, payable in U.S. funds only.

TRAVEL INCREASES IN JUNE

Travel by Americans during June 1985 increased almost 2 percent over June 1984, according to the U.S. Travel Data Center's latest National Travel Survey results.

The monthly telephone survey reported that the total number of person-trips rose to 112 million from the 111 million of June 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Travel for "other pleasure" such as outdoor recreation, sightseeing and entertainment remained constant from 1984, but business/convention travel increased substantially.

Vacation travel showed a 5 percent gain over levels posted in June 1984; however, weekend travel fell 3 percent.

While average trip duration for June 1985 stayed at the 1984 figure of 5.5 nights, average trip distance increased from 800 miles to 860 miles.

Travel to the Mountain/Pacific region showed the greatest increase, 23 percent, while travel to the East North Central region fell sharply.

Americans' plans to take vacation trips in the six months following June 1985 (July-December) rose 8 percent from

year-earlier levels.

Plans to use commercial lodging increased 13 percent over 1984 plans. Also, 19 percent more vacation planners say they will travel by air.

The number of Americans planning to travel to the South East rose 26 percent over those in 1984, the largest gain of any region. ##

(CONTINUED FROM PAGE 1)

dollar; therefore, the industry can't expect any double digit increases in U.S. travel abroad.

• The over-50 market is quite different from other travel segments. Its travelers are much more apt to use recreational vehicles and package tours than other travelers. This is a market that will continue to expand into the next century.

The complete proceedings of the eleventh annual Travel Outlook Forum will be sent to members of the Data Center and the Travel and Tourism Research Association and is available to others after November 25 for \$80.00 prepaid from the U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

Visitor Volume at National Parks

Region	JUL 1985 visits (thousands)	Change from JUL 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	2,299,572	0.5	0.3
MIDDLE ATLANTIC	5,179,477	16.7	10.6
SOUTH EAST	11,186,843	14.9	18.8
EAST NORTH CENTRAL	1,045,747	-7.2	12.7
WEST NORTH CENTRAL	2,131,039	5.6	7.0
WEST SOUTH CENTRAL	1,338,422	-10.5	-6
MOUNTAIN	6,065,654	0.0	5.1
PACIFIC	5,773,037	-2.3	-2
TOTAL	35,019,791	5.8	10.4

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)		N/A	N/A	N/A	N/A
Eating and drinking places(2).	Jul	\$10,857 million	- 0.3	4.3	5.8
Gasoline service stations(2)	Jul	\$ 8,559 million	- 0.8	3.9	0.5
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3).	Jul	64.4 percent	- 0.5	- 1.0	- 1.5
Real demand for commercial lodging(4).		N/A	N/A	N/A	N/A
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Jul	21.2 billion	9.9	16.6	10.6
International revenue passenger-miles.	Jul	7.0 billion	3.9	15.2	19.9
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Jul	45.2 billion	8.9	3.2	3.4
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Jul	530.9 million	4.8	9.6	5.9
<u>Travel Price Index(8)</u>					
	Jul	386.3	0.5	5.2	4.4
<u>U.S. resident travel(9)</u>					
Total person-trips	Jun	112.3 million	14.2	1.6	9.7
Vacation person-trips.	Jun	83.3 million	25.8	4.8	9.5
Total person-nights.	Jun	617.7 million	30.9	1.6	10.7
Vacation person-nights	Jun	483.1 million	32.7	- 2.0	4.7
<u>Public use of national parks(10)</u>					
Visits	Jul	41,638,910	29.0	8.8	11.6
Overnight stays.	Jul	3,212,928	53.0	-23.6	-17.3
<u>Foreign arrivals in U.S.(11)</u>					
From overseas.	Jun	837,370	18.8	0.7	2.0
From Canada.	Jul	1,523,009	80.8	5.9	- 2.6
<u>U.S. citizen departures(11)</u>					
To overseas.	Jun	1,676,546	22.4	11.5	7.8
To Canada.	Jul	2,322,146	43.1	2.7	5.6
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day.	Jul	6,997 thousand	0.3	8.0	3.0
N/A = not available					

N/A = not available

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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Washington, D.C.
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(202) 293-1040

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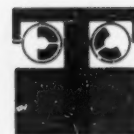
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November 1985

Volume 14, Number 11

FIRST QUARTER 1985 TRAVEL INCREASES

Travel by U.S. residents during the first quarter of 1985 increased 13 percent over levels recorded one year earlier, according to the US Travel Data Center's 1985 National Travel Survey First Quarter Report.

The report, based on a monthly telephone survey, showed Americans took 172 million person-trips during January, February and March 1985, 20.1 million more than during the same quarter of 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The average trip during first quarter 1985 covered 4.8 nights, down from 5.2 nights last year. On the other hand, average trip distances increased 9 percent.

Travel for "other pleasure" purposes such as outdoor recreation, sight-seeing and entertainment declined 9 percent, while business/convention travel rose 22 percent. Visits to friends and relatives also increased substantially.

Vacation travel increased 16 percent, and weekend travel increased almost 3 percent. Moreover, both travel by air and auto showed increases.

PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS
BY DESTINATION REGION, FIRST QUARTER 1985



OUTSIDE US: 5%
TOTAL: 172.1 MILLION PERSON-TRIPS

The Pacific region reported the greatest growth for first quarter 1985, although the South Atlantic region attracted the largest share of U.S. visitors, 23 percent.

The 1985 National Travel Survey First Quarter Report is based on telephone interviews with over 1,500 adult Americans each month. It includes 90 pages of tables, charts, analyses and comparisons with 1984. It is being sent to members and is available to others for \$70.00 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610 Washington, DC 20036. ##

PKF RELEASES 1984 "TRENDS IN THE HOTEL INDUSTRY"

Travelers occupied more hotel rooms and paid higher rates in 1984 than in 1983, according to "Trends in the Hotel Industry," an annual study conducted by Pannell Kerr Forster (PKF), one of the world's largest accounting and consulting firms.

The 48th edition of "Trends" reported that occupancy levels for the 1,000 properties surveyed rose 3.4 percentage points to 67.8 percent in 1984, compared with 64.4 percent in 1983, and predicts 1985 levels should increase by 2 to 2.5 percentage points.

"Trends" reports that travelers paid 6 percent more in room rates than in 1983, outpacing the overall inflation rate of 4.3 percent.

Hoteliers plan to add approximately 400,000 rooms to the current 2.7 million by 1992, according to Albert J. Gomes, chairman of PKF's National and International Management Advisory Services in Washington, D.C.

"A greater availability of construction funds and an accelerating movement towards product segmentation (through newer types of lodging such as no-frills and all-suite hotels), will contribute to this trend," Gomes said.

"Trends in the Hotel Industry" is available from the Director of Communications, Pannell Kerr Forster, 262 North Belt East, Houston, TX 77060, 713/999-5134. ##

TRAVEL PRICES DECLINE IN SEPTEMBER

Lower prices for lodging and gasoline caused an overall decline in the cost of travel in the U.S. for the first time in 1985. Travel costs fell 0.1 percent in September, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) rose 0.3 percent in September.

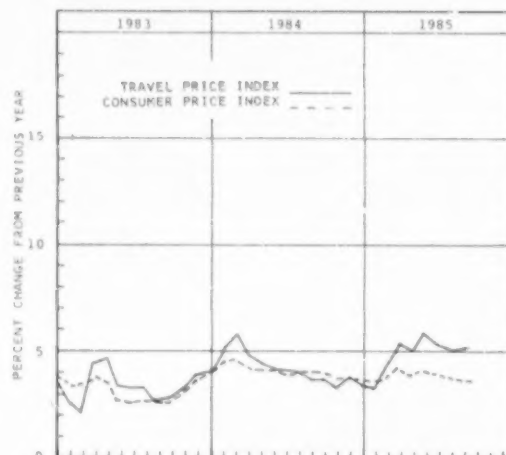
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, fell to 387.7 in September (1967=100).

The cost of lodging fell 1.5 percent, reflecting seasonal price changes rather than competition to fill the host of new rooms provided by the boom in hotel building. Gasoline prices declined 1.2 percent, its largest drop in seven months. The cost of entertainment services also fell 0.1 percent.

On the other hand, airline fares soared 1.7 percent in September. The cost of incidental purchases rose 1.4

percent, followed by a 0.7 percent increase in intercity bus fares.

Despite the September decline, the TPI has grown 5.1 percent in the past twelve months, compared to a 3.2 percent rise in the CPI. Intercity bus fares have climbed 7.3 percent over the previous year, and the cost of lodging has risen 7.2 percent. Airline fares have increased 5.9 percent. ##



TRAVEL PRICE INDEX CONTINUES TO INCREASE
FASTER THAN CONSUMER PRICE INDEX

Monthly and Annual Rates of Change in the Travel Price Index and Components, September 1985

TPI Component	Monthly Percent Change	Annual Percent Change
	August 1985 to September 1985	September 1984 to September 1985
Transportation	0.4	4.5
Airline Fares	1.7	5.9
Intercity Bus Fares	0.7	7.3
Intercity Train Fares	0.4	3.2
Taxicab Fares	0.1	2.9
Gasoline	- 1.2	2.6
Lodging	- 1.5	7.2
Food Away From Home	0.4	4.2
Entertainment Services	- 0.1	4.6
Incidentals	1.4	2.9
TRAVEL PRICE INDEX	- 0.1	5.1
CONSUMER PRICE INDEX	0.3	3.2

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL INTENTIONS FALL

Americans' plans to take vacation trips during August 1985 through January 1986 fell 7 percent from year-earlier levels, and the number who are undecided grew negligibly, according to the US Travel Data Center's latest National Travel Survey results.

The monthly survey reported that plans to use commercial lodging increased 6 percent over 1984 plans for the same period, while plans to stay with friends and relatives declined 12 percent. Also, 23 percent more vacation planners said they will travel by air, while plans to travel by auto/truck/RV fell.

The New England/Mid Atlantic was the most popular destination region, showing a dramatic increase in plans to travel there. On the other hand, intentions to travel to the South Atlantic/East South Central region, usually the most popular destination for vacation plans, only increased 5 percent.

The average duration of planned trips fell from 7.5 nights to 7.3 nights this year.

During July 1985, travel by Americans increased more than 13 percent over July 1984, rising to 134 million person-trips from last year's 118 million. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Vacation travel showed a 2 percent decline from July 1984 levels, and business travel also decreased substantially. Weekend travel, however, rose 9 percent and travel for "other pleasure" such as outdoor recreation, sightseeing and entertainment showed strong increases over 1984.

Travel by air increased sharply over year-earlier levels, and travel by auto/truck/RV rose 6 percent.

Average trip duration rose from 5.3 nights in July 1984 to 6.2 nights a year later, and average distance rose to 1,000 miles from 940 miles.

Travel to the Mountain/Pacific region showed the greatest increase of any U.S. region, while travel to the West North Central region fell 15 percent. Travel outside the U.S. grew substantially. ##

Visitor Volume at National Parks

Region	AUG 1985 visits (thousands)	Change from AUG 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	2,362,269	-3.4	-.2
MIDDLE ATLANTIC	3,955,312	-.4	6.8
SOUTH EAST	15,742,880	17.4	18.9
EAST NORTH CENTRAL	933,816	-14.9	5.0
WEST NORTH CENTRAL	1,861,400	4.9	6.7
WEST SOUTH CENTRAL	1,202,151	15.5	1.7
MOUNTAIN	5,879,794	4.6	5.0
PACIFIC	6,169,636	2.5	0.9
TOTAL	38,107,258	7.7	10.1

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

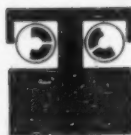
CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)		N/A	N/A	N/A	N/A
Eating and drinking places(2)	Aug	\$10,873 million	- 0.3	2.7	5.4
Gasoline service stations(2)	Aug	\$ 8,697 million	0.8	5.8	1.3
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Aug	64.9 percent	0.8	- 1.9	- 1.5
Real demand for commercial lodging(4)		N/A	N/A	N/A	N/A
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Aug	21.6 billion	2.0	11.2	10.7
International revenue passenger-miles	Aug	7.3 billion	4.3	14.2	19.0
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Aug	45.5 billion	0.8	0.3	3.0
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Aug	559.9 million	5.5	15.5	7.4
<u>Travel Price Index(8)</u>					
	Aug	388.1	0.5	5.0	4.5
<u>U.S. resident travel(9)</u>					
Total person-trips	Jul	133.9 million	19.2	27.6	13.3
Vacation person-trips	Jul	86.9 million	4.3	2.2	7.8
Total person-nights	Jul	630.2 million	34.4	32.3	15.8
Vacation person-nights	Jul	564.9 million	16.9	26.0	9.6
<u>Public use of national parks(10)</u>					
Visits	Aug	38,345,450	- 7.9	6.1	10.4
Overnight stays	Aug	3,214,018	0.0	- 2.0	-13.8
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Jun	837,370	18.8	0.7	2.0
From Canada	Aug	1,592,820	4.8	10.6	- 0.2
<u>U.S. citizen departures(11)</u>					
To overseas	Jun	1,676,546	22.4	11.5	7.8
To Canada	Aug	2,516,400	8.4	4.7	5.4
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Aug	7,236 thousand	- 7.5	1.2	3.8
N/A = not available					

N/A = not available

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(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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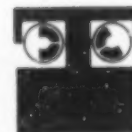
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December 1985

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TRAVEL INDUSTRY EXPECTS PROSPEROUS YEAR

Experts predict that the U.S. travel industry will see its most active year since 1981, according to the 1985-86 Outlook for Travel and Tourism.

Moreover, the 150-page report, which contains the only published data on over 50 travelers gathered by the US Travel Data Center's National Travel Survey, establishes that travelers aged 50 and over travel farther and for longer periods than do younger travelers.

The 1985-86 Outlook contains forecasts presented to the travel industry at the US Travel Data Center's eleventh annual Travel Outlook Forum held in September in New Orleans.

"Americans have restocked on major durables and are diverting their increasing discretionary income to leisure travel. Businesses, as well, are financing more travel as the rising economy generates more sales and investment opportunities," observed Dr. Douglas C. Frechtling, director of the Data Center.

According to Frechtling, a frequently quoted authority on travel and tourism, travel industry receipts in the first half of 1985 rose 6.5 percent over levels posted in the first half of 1984. Low travel price inflation and rising disposable personal income contributed significantly to the overall gain.

Quoting results of the Data Center's 1985 National Travel Survey, the Data Center director added that U.S. resident travel during first-half 1985 rose 9 percent over the same period in 1984, totaling 456 million person-trips (one person traveling 100 miles or more away from home).

Also drawing from data gathered by the National Travel Survey, Hal Norvell, manager of the American Association of Retired Persons' Travel Program, stated that travelers between 50 and 65 years

old spend an average of 6.5 nights away from home per trip, compared to 4.8 nights for travelers under 50. Trip duration for travelers over 65 is even longer, averaging 8.2 nights.

The 50-plus traveler accounts for 30 percent of all travel, 32 percent of hotel/motel nights, 72 percent of RV trips, 44 percent of adult passports issued and 34 percent of package tour travel overseas.

Norvell emphasized the importance of addressing the older American travel market: "By 2030 there will be about 65 million older persons, two and a half times their number in 1980. If current fertility and immigration levels remain stable, the only age group to experience significant growth after the year 2000 will be those past age 55. Assuming that even the same percentage of older (Continued on page 3)

TRAVEL INCREASES IN SECOND QUARTER 1985

Travel by U.S. residents during the second quarter of 1985 increased 8 percent over levels recorded one year earlier, according to the US Travel Data Center's 1985 National Travel Survey Second Quarter Report.

The report, based on a monthly telephone survey, showed Americans took 285 million person-trips during April, May and June 1985, 20.4 million more than during the same quarter of 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The average trip during second quarter 1985 covered 5.1 nights, the same as last year. On the other hand, average trip distances increased 13 percent.

(Continued on page 4)

TRAVEL PRICES RISE MODERATELY IN OCTOBER

Lower gasoline prices held the overall rise in the cost of travel in the U.S. to 0.3 percent in October, according to the US Travel Data Center's Travel Price Index (TPI).

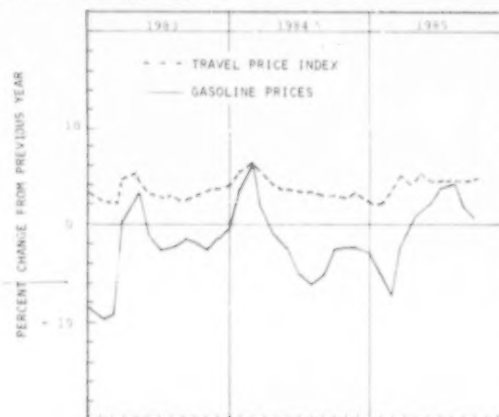
For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) also rose 0.3 percent in October.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, climbed to 389.0 in October (1967=100).

October gasoline prices fell 0.8 percent, 2.9 percent lower than July levels. Taxicab fares remained unchanged.

Airline fares rose 1.5 percent in October. Intercity bus fares increased 0.8 percent, followed by a 0.7 percent gain in the cost of entertainment services. The cost of incidentals grew 0.6 percent over the previous month.

The TPI has increased 5.4 percent over the past twelve months, compared to a 3.2 percent rise in the CPI. Lodging prices have soared 9.0 percent over the previous year and lead all other TPI components. Intercity bus fares have jumped 7.4 percent in the last twelve months, and airline fares have gained 6.7 percent. Gasoline prices have risen 1.1 percent, the smallest increase of any TPI component.



GASOLINE PRICES HELP TO MODERATE INCREASES IN THE TRAVEL PRICE INDEX

Monthly and Annual Rates of Change in the Travel Price Index and Components, October 1985

TPI Component	Monthly Percent Change	Annual Percent Change
	September 1985 to October 1985	October 1984 to October 1985
Transportation	0.4	4.2
Airline Fares	1.5	6.7
Intercity Bus Fares	0.8	7.4
Intercity Train Fares	0.1	3.3
Taxicab Fares	0.0	2.8
Gasoline	-0.8	1.1
Lodging	0.3	9.0
Food Away From Home	0.1	4.1
Entertainment Services	0.7	4.7
Incidentals	0.6	3.0
TRAVEL PRICE INDEX	0.3	5.4
CONSUMER PRICE INDEX	0.3	3.2

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

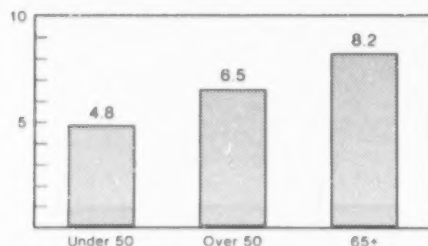
TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$49 per year, U.S., Canada and Mexico; other foreign countries, \$59 per year, payable in U.S. funds only.

TRAVEL INDUSTRY EXPECTS PROSPEROUS YEAR (CONTINUED FROM PAGE 1)

people will travel, the numbers are staggering."

AVERAGE NIGHTS AWAY FROM HOME
1984



* US Travel Data Center/AARP

The 1985-86 Outlook contains forecasts from other travel industry experts as well:

- Richard T. Curtin, director of the Survey Research Center of the University of Michigan, predicted a bright outlook for consumer spending on travel. Consumers now have a greater sense of financial security and the financial latitude to make travel expenditures, he said.

- Don Wynegar, director of the Office of Research of the U.S. Travel and Tourism Administration, expects 28 million Americans to travel out of the country in 1986, with a 3 percent decrease in travel to overseas destinations caused by the decline of the dollar, the unlikelihood that Americans who traveled overseas in 1984 and 1985 will repeat those trips, and increased concern about safety abroad due to recent acts of terrorism.

- John H. Rohs, vice president--research at Wertheim & Co., Inc., said that hotel/motel occupancy will stay flat or decline a percentage point in 1986, and the increase in room rates should drop to 5 or 6 percent, compared to the 8.5 percent rate of increase in the first half of 1985.

- Jennifer Armstrong, manager of market research for TWA, reported from

US Travel Data Center and TWA figures that 76 percent of frequent flier program members are male; 74 percent have completed college or more; 65 percent are in the 25-to-44 age bracket; and 72 percent earn annual incomes of \$40,000 or more. There are over 7 million members of frequent flier programs, and over 60 percent of these members belong to more than one program, she said.

- Joseph Sullivan, vice president of marketing and advertising for National Car Rental Systems, said that the pace of customer service development in the car rental sector has picked up considerably and outlined two successful innovations which exemplify the type of "good, solid, creative customer service" which will be most effective in increasing sales for the car rental segment.

- Thomas Lea Davidson, principal and chief executive officer of Davidson-Peterson Associates, stressed the diversity of the family vacation market. "In developing marketing activities targeted toward the 'family' market, we must not simply look upon this as a one-dimensional market consisting of large numbers of people who travel."

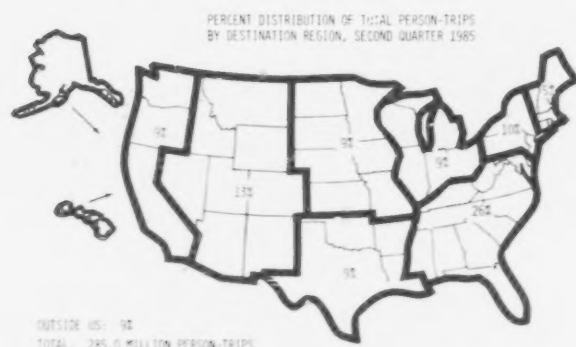
- Allan Wilbur, director of public relations for the American Automobile Association, pointed out that automobile sales, which have been brisk throughout 1985, may spur automobile vacation travel. "If people take trips in the new cars they have been purchasing this year (and last) and nothing else disturbs the delicate balance, the 6 percent decline in auto travel from 1983 to 1984 could be overcome, perhaps achieving a 1 percent real gain in auto/truck/RV travel for 1985," he predicted.

The 1985-86 Outlook for Travel and Tourism, which contains the complete proceedings of the Travel Outlook Forum, including the only published data on over-50 travelers gathered by the National Travel Survey, will be sent to members and is available to others for \$80.00 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

SECOND QUARTER (FROM PAGE 1)

Visits to friends and relatives increased 15 percent, while travel for "other pleasure" purposes such as outdoor recreation, sightseeing and entertainment remained at the same levels as second quarter 1984. Business/convention travel also increased substantially.

Vacation travel increased 5 percent, and weekend travel increased almost 1 percent. Moreover, travel by air showed a 27 percent increase, and auto/truck/RV travel grew 1 percent.



The Mountain region reported the greatest growth for second quarter 1985, although the South Atlantic region attracted the largest share of U.S. visitors, 20 percent.

The 1985 National Travel Survey Second Quarter Report is based on telephone interviews with over 1,500 adult Americans each month. It includes 90 pages of tables, charts, analyses and comparisons with 1984. It will be sent to members and is available to others for \$70.00 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

BOARD OF TRUSTEES ELECTS VICE
CHAIRMAN, NEW MEMBERS

The US Travel Data Center Board of Trustees elected Rossi Ralenkotter, director of marketing and tourism of the Las Vegas Convention & Visitors Authority, to the office of vice chairman at its December 13 meeting in Washington, D.C. His term will begin on January 1, 1986 and continue for one year.

Ralenkotter has served on the Board of Trustees for five years and has been with the Las Vegas Convention & Visitors Authority since 1973.

The Board also elected two new members: Kenneth F. Hines, executive vice president for the American Hotel & Motel Association in New York, and Nestor N. Pylypec, vice president of traffic services for the Air Transport Association, will serve two-year terms commencing January 1, 1986.

Former Vice Chairman Randall A. Wagner, director of the Wyoming Travel Commission, will return for a two-year term as board member. ##

Mark your calendar now for the

1986-87 Travel Outlook Forum

October 10, 1986

at the Fontainebleau Hilton
Miami Beach, Florida

For more information, contact the
US Travel Data Center, 1899 L Street NW,
Suite 610, Washington, DC 20036.

(Presented in conjunction with the
Travel Industry Association's National
Conference and Marketing Showcase,
October 7-9, 1986)

1985 SUMMER TRAVEL RISES MODERATELY OVER PREVIOUS YEAR

Americans took 2 percent more summer vacation trips in 1985 than in 1984, according to the latest results of the US Travel Data Center's National Travel Survey.

June, July and August proved, as the Data Center predicted last spring, to be "the best summer for the travel industry since 1981"; however, the 274 million vacation person-trips recorded by the monthly telephone survey fell short of the 5 percent increase predicted for the period. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The average duration of vacation trips increased 1 percent over summer 1984 to 6.25 nights, and the average distance increased from 940 miles in 1984 to 980 miles this year.

Eighty-one percent of vacationers traveled by auto/truck/RV, compared with 86 percent in 1984, and 17 percent traveled by airplane, compared with 10 percent the previous year. The number of people staying in hotels rose to 43 percent in 1985, a gain of four percentage points over 1984, while the number of travelers staying with friends and relatives declined four

percentage points.

Vacation travelers from households with annual incomes of \$30,000 or more increased their travel by 10 percent over 1984 levels, and those 55 years old and over took 15 percent more person-trips this summer than last.

The South Atlantic/East South Central region attracted the greatest share of visitors, although the New England/Mid Atlantic and Mountain/Pacific regions showed the greatest increase in visits, approximately 15 percent each.

The US Travel Data Center will release a forecast of 1986 summer vacation travel on May 14, 1986. ##

TOTAL VACATION PERSON-TRIPS FOR
JUNE, JULY AND AUGUST

Year	Person trips (millions)
1985	274
1984	268
1983	263
1982	260
1981	286

Visitor Volume at National Parks

Region	SEP 1985 visits (thousands)	Change from SEP 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	1,395,399	-6.4	-1.3
MIDDLE ATLANTIC	2,284,173	-3.0	5.5
SOUTH EAST	12,882,360	15.0	13.7
EAST NORTH CENTRAL	508,022	14.8	5.7
WEST NORTH CENTRAL	795,799	5.8	6.4
WEST SOUTH CENTRAL	669,054	-15.2	0.1
MOUNTAIN	3,629,595	-.9	4.1
PACIFIC	4,689,630	-4.1	0.2
TOTAL	26,854,032	4.9	7.3

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

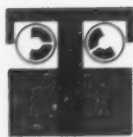
CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Sep	\$ 3,531 million	- 5.8	4.5	N/A
Eating and drinking places(2)	Sep	\$10,936 million	0.3	4.4	5.3
Gasoline service stations(2)	Sep	\$ 8,529 million	- 1.1	2.5	1.3
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Sep	62.9 percent	- 3.1	- 5.9	- 1.9
Real demand for commercial lodging(4)		N/A	N/A	N/A	N/A
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Sep	16.4 billion	-24.1	4.5	10.1
International revenue passenger-miles	Sep	5.9 billion	-19.8	7.4	17.5
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Sep	38.2 billion	-16.1	0.1	2.6
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Sep	354.7 million	-36.6	7.2	7.3
<u>Travel Price Index(8)</u>					
	Sep	387.0	- 0.3	4.9	4.6
<u>U.S. resident travel(9)</u>					
Total person-trips	Aug	133.1 million	- 0.6	0.7	10.0
Vacation person-trips	Aug	104.1 million	19.8	3.9	6.2
Total person-nights	Aug	881.9 million	6.2	12.9	15.1
Vacation person-nights	Aug	666.2 million	17.9	3.9	8.4
<u>Public use of national parks(10)</u>					
Visits	Sep	27,021,804	-29.5	8.7	10.2
Overnight stays	Sep	1,670,678	-48.0	- 6.7	-13.0
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Jul	992,576	18.5	- 3.7	0.9
From Canada	Sep	949,477	-40.4	- 0.7	- 0.2
<u>U.S. citizen departures(11)</u>					
To overseas	Jul	1,663,440	- 0.8	7.9	7.8
To Canada	Sep	1,147,647	-54.4	- 4.5	4.2
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Sep	6,639 thousand	- 8.3	0.4	3.7

N/A = not available

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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Travel
Data
Center**



1899
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Northwest
Washington, D.C.
20036
(202) 293-1040

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Jeanne Long
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TRAVEL PRINTOUT



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Travel
Data
Center



Research News for the U.S. Travel Industry

January 1986

Volume 15, Number 1

STATE TRAVEL DEVELOPMENT BUDGETS RISE 13 PERCENT IN 1985-86

State travel offices in 50 states plan to spend \$216 million for travel and tourism development in 1985-86, according to the 1985-86 Survey of State Travel Offices, released by the US Travel Data Center.

The survey reports tourism development budgets for the 50 states increased 13 percent over 1984-85, a more moderate rise than last year's 23 percent (the result of unprecedented increases in the travel development budgets of California and Illinois for 1984-85).

Illinois will have the largest budget for the second consecutive year, allocating \$15,500,000 this year for travel development, followed by Michigan, with almost \$12 million.

STATES HAVING LARGEST TRAVEL PROMOTION BUDGETS

Rank	1985-86	Budget	% Change from 1984-85
1.	Illinois	\$15,500,000	7.6
2.	Michigan	11,800,000	30.0
3.	Tennessee	10,645,900	51.6
4.	New York	10,600,000	10.8
5.	Florida	9,498,292	2.6
6.	Pennsylvania	9,470,000	20.5
7.	Massachusetts	9,291,564	2.6
8.	Alaska	8,274,000	10.6
9.	Hawaii	6,564,391	17.1
10.	New Jersey	6,051,000	9.0

Forty-one states posted budget increases for the current year. The average state travel development budget is \$4,312,659, which breaks last year's record high of \$3,787,854.

Eight states plan to spend less than last year on travel development, compared with eleven in 1984-85. Nevada posted the greatest cutback, decreasing spending by almost 11 percent, followed by Alaska with a 10.6 percent decline.

(Continued on page 4)

PROGRAM ADVISORY COUNCIL REVIEWS DATA CENTER'S 1986 RESEARCH PROGRAM

The US Travel Data Center's Program Advisory Council, at its recent annual meeting in New York, rated the Data Center's National Travel Survey and annual Travel Outlook Forum as the projects most useful to the travel industry.

The council, comprised of representatives from each organization maintaining a full membership in the Data Center, meets annually to review the research program and recommend projects for the coming year. The 1985 council gave the National Travel Survey an average rating of 4.78 out of 5.00, reaffirming that the ongoing monthly telephone survey of 1,500 U.S. adults provides valuable data on American travel markets. Members also showed considerable interest in adding other sections to the quarterly and annual survey reports, such as increased coverage of hotel/motel users and more regional breakdowns in the data.

The Travel Outlook Forum, a symposium which concluded its eleventh year in 1985, received a 4.50 rating. (Continued on page 4)

TRAVEL PRICES FALL IN NOVEMBER

Lower lodging prices caused travel costs in the U.S. to drop 0.1 percent in November, the second month in 1985 to register a decline, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) rose 0.3 percent in November.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, fell to 388.6 in November (1967=100).

Lodging prices fell 1.4 percent in November, the second decline in three months. Intercity train fares were 0.4 percent lower than in the previous month.

On the other hand, taxicab fares rose 0.8 percent in November. Airline fares, gasoline prices, and the costs of entertainment services gained 0.5 per-

cent. Intercity bus fares advanced 0.4 percent over the previous month, but the cost of incidentals remained unchanged.

The TPI has increased 5.7 percent over the past twelve months, compared to a 3.6 percent rise in the CPI. Despite recent declines, lodging prices have grown 8.9 percent since November 1984.##



Monthly and Annual Rates of Change in the Travel Price Index and Components, November 1985

TPI Component	Monthly Percent Change	Annual Percent Change
	October 1985 to November 1985	November 1984 to November 1985
Transportation	0.5	4.6
Airline Fares	0.5	6.8
Intercity Bus Fares	0.4	7.4
Intercity Train Fares	-0.4	2.5
Taxicab Fares	0.8	3.6
Gasoline	0.5	1.9
Lodging	-1.4	8.9
Food Away From Home	0.3	4.0
Entertainment Services	0.5	6.7
Incidentals	0.0	3.0
TRAVEL PRICE INDEX	0.1	5.7
CONSUMER PRICE INDEX	0.3	3.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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PUBLICATION SALES

Increased publications activity at the US Travel Data Center during 1985 has included sales of over 1400 publications to individuals, state and local governments, libraries and corporations in 48 states, the District of Columbia and 11 foreign countries.

In addition, the Data Center regularly sends its publications to 300 individuals as a benefit of their Data Center membership.

More than 1900 people receive Travel Printout each month, including subscribers, Data Center members and members of the Travel Industry Association of America.

For a complete list of the Data Center's publications and information about membership, write the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036, or call 202/293-1040. ##

DATA CENTER RELEASES 1986 GUIDE, FREE UPON REQUEST

A free 1986 Guide to Programs, Membership and Publications is available upon request from the Data Center and will be sent to all full and limited members in February. The 30-page guide details the Data Center's 1986 research program and describes past and current publications and membership benefits.

Among the reports which the Data Center will publish in 1986, the guide lists the 1985-86 Outlook for Travel and Tourism, TravelTab 1986 (a quick reference guide to current travel trends), and quarterly and annual reports from the 1985 and 1986 National Travel Surveys, the continuing survey of travel activity by U.S. residents now in its eighth year.

Address requests to the US Travel Data Center, 1899 L Street NW, Washington, DC 20036. ##

TERRORISM REPORT

The impact of terrorism on travel activity will be the subject of a US Travel Data Center report to be released in early April.

The report will contain the results of special questions added in July 1985 and February 1986 to the National Travel Survey, a monthly telephone survey conducted by the Data Center since 1979.

The report will compare the number of reservations, cancellations and changes in destinations made by US travelers after the TWA hijacking last June with those made since the Rome and Vienna airport attacks.

In July 1985, the survey found 6.5 million Americans had made reservations abroad. After the TWA hijacking, 1.4 million changed their reservations: 850,000 cancelled outright; 150,000 changed to another foreign destination; and 220,000 chose a domestic destination.

"We can conduct this special study because the National Travel Survey is extremely timely and flexible," said Suzanne D. Cook, assistant director of the Data Center, who has directed the survey since its beginning. "Anyone can add new questions to the survey in as little as a few days and receive the results in less than six weeks."

For further information about adding custom designed questions to the National Travel Survey, contact Suzanne Cook, US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036, or phone 202/293-1040. ##

1985 was the the first growth year for American travel away from home since 1982, according to Data Center Director Douglas Frechtling's article entitled "Travel Services" recently published in U.S. Industrial Outlook 1986. The report is available for \$21 from Government Printing Office, Documents Department, Washington, DC 20402. ##

PROGRAM ADVISORY COUNCIL (CONTINUED)

Council members who had attended the 1985-86 forum, held last September in New Orleans, applauded the addition of market segments to the program but indicated that the forum should continue to include the outlook for various industry sectors. Opinions about whether the forum should be held in September or December remained divided; some averred that the earlier date provides information needed for budgeting purposes, while others countered that December provides more authoritative information and receives better press coverage.

The Program Advisory Council evaluated other research projects proposed for the coming year:

- The 1985-86 Economic Review of Travel in America, which would be the sixth annual edition in the series, received a 4.46 average rating. Council members suggested that the report include a section on the economic return that states receive on their investment in advertising.

- The 1985 Economic Impact of Foreign Visitor Spending in the U.S., rated at 4.32, would provide estimates of the direct impact of such expenditures on the U.S. economy, and would be the second annual study of foreign visitor spending. Council members felt that these estimates could be useful to the few states which receive substantial numbers of foreign visitors.

- The 1984-85 National Travel Expenditure Study, which would provide estimates of travel spending per trip, person trip and person-day, was rated at 4.14. As in earlier years, there was significant interest in this project; however, the council made no recommendations on how this expensive program might be funded.

- Travel Printout, the Data Center's monthly newsletter, received a rating of 4.11. Council members agreed that this publication, which reports on

the results of Data Center projects, travel research conducted by other national organizations and data on monthly trends in the travel industry, is useful to the industry. The council requested states to send a copy of their latest studies to the Data Center and that Travel Printout coverage be extended to include these studies.

The 1986 Guide to Membership, Publications and Programs, to be released in January, will announce the Data Center's full 1986 research program. For a free copy of the guide, write the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

SURVEY OF STATE TRAVEL OFFICES (CONTINUED)

The survey reports a 12 percent increase from the prior year's advertising budget allocations, compared with a 37 percent increase the previous year. The average state will devote to advertising 40 percent of its total travel development budget, over \$1.7 million, the same proportion as last year.

"States continue to recognize that tourism plays an essential role in economic development," commented Dr. Douglas C. Frechtling, director of the Data Center. "This year's strong rise in state travel development budgets bodes well for future regional economic growth."

The 1985-86 Survey of State Travel Offices is the thirteenth annual report on the budgets, advertising and programs of the state and U.S. territory tourism development agencies. The 100-page report will be sent to members and is available to others for \$60.00 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.

This study was supported by a grant from the Travel Industry Association of America. ##

National Travel Survey

TRAVEL RISES SLIGHTLY IN SEPTEMBER 1985

Travel during September showed an increase of almost 1 percent over year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results.

Following a slight decline in August, travel by Americans rose from 90.4 million person-trips in September 1984 to 91.2 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that vacation travel grew 5 percent. Business/convention travel increased 23 percent over the level set in September 1984, and weekend travel rose 20 percent. Travel for pleasure purposes such as visiting friends and relatives, sightseeing or other entertainment purposes, showed a 6 percent

increase over 1984 levels, while travel for personal business fell below year-earlier levels.

The average trip duration rose to 5.3 nights from 4.5 nights one year earlier, while round-trip distance increased sharply to 940 miles, up from 770 miles in 1984.

Travel by personal motor vehicle fell 6 percent from September 1984, while air travel continued to increase, showing a 20 percent gain in person-trips.

The South Atlantic/East South Central region was the most popular with American travelers, accounting for 25 million person-trips during September 1985, although the West North Central/West South Central region showed the greatest increase in visitors. ##

Visitor Volume at National Parks

Region	OCT 1985 visits	Change from OCT 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	1,267,398	-4.3	-1.3
MIDDLE ATLANTIC	1,962,188	3.0	5.1
SOUTH EAST	11,380,167	5.7	12.6
EAST NORTH CENTRAL	399,709	0.1	5.5
WEST NORTH CENTRAL	444,780	7.9	6.7
WEST SOUTH CENTRAL	619,627	3.2	-0.0
MOUNTAIN	2,099,396	13.0	4.7
PACIFIC	3,470,373	3.8	1.0
TOTAL	21,643,638	5.0	7.1

States comprising the Census regions

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Oct	\$ 3,479 million	- 1.5	6.1	N/A
Eating and drinking places(2)	Oct	\$11,010 million	0.6	6.8	5.5
Gasoline service stations(2)	Oct	\$ 8,537 million	0.1	1.9	1.4
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Oct	63.2 percent	0.4	- 3.0	- 2.1
Real demand for commercial lodging(4)		N/A	N/A	N/A	N/A
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger miles	Oct	17.7 billion	8.2	4.7	9.5
International revenue passenger miles	Oct	5.2 billion	11.5	5.8	16.3
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle miles	Oct	38.0 billion	0.9	3.8	3.6
<u>Rail passenger traffic(7)</u>					
Amtrak passenger miles	Oct	365.2 million	3.0	13.2	7.8
<u>Travel Price Index(8)</u>					
	Oct	389.0	0.5	5.4	4.7
<u>U.S. resident travel(9)</u>					
Total person-trips	Sep	91.2 million	31.5	0.9	9.6
Vacation person trips	Sep	61.5 million	40.9	4.6	6.0
Total person nights	Sep	483.4 million	45.2	18.8	13.5
Vacation person nights	Sep	338.3 million	49.2	10.6	8.6
<u>Public use of national parks(10)</u>					
Visits	Oct	21,811,042	19.3	6.1	9.8
Overnight stays	Oct	933,752	44.1	5.8	-12.0
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Aug	990,636	0.2	1.0	0.6
From Canada	Oct	791,238	18.7	0.4	0.3
<u>U.S. citizen departures(11)</u>					
To overseas	Aug	1,508,094	9.3	8.8	8.0
To Canada	Oct	798,908	30.4	8.0	4.4
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Oct	6,914 thousand	4.1	2.7	3.6

N/A = not available

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary, adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary, U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary, unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary. Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

TRAVEL PRINTOUT



Supported by a grant from Travel Industry Association of America

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Research News for the U.S. Travel Industry

February 1986

Volume 15, Number 2

TRAVEL INCREASES IN THIRD QUARTER 1985

Travel by U.S. residents during the third quarter of 1985 increased 4 percent over levels recorded one year earlier, according to the US Travel Data Center's 1985 National Travel Survey Third Quarter Report, released today.

The report, based on a monthly telephone survey, showed Americans took 358 million person-trips during July, August and September 1985, 15 million more than during the same quarter of 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS
BY DESTINATION REGION, THIRD QUARTER 1985



OUTSIDE US 30%

TOTAL 358.2 MILLION PERSON TRIPS

The average trip during third quarter 1985 covered 5.9 nights, up from 5.3 nights one year earlier. Moreover, average trip distances increased from 880 to 960 round-trip miles.

Travel for pleasure (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) grew 9 percent over levels posted in third quarter 1984. Business/convention travel increased 4 percent.

Vacation travel increased 2 percent, and weekend travel increased 16 percent. Travel by air continued to

post substantial gains; however, auto/truck/RV travel fell 2 percent.

The Mountain region achieved the greatest third-quarter growth, while the South Atlantic region attracted the largest share of U.S. visitors, 20 percent.

The 1985 National Travel Survey Third Quarter Report is being sent to Data Center members and is available to others for \$70 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.##

TRAVEL ADVERTISING EXPENDITURES INCREASE

Travel and tourism advertising expenditures in U.S. measured media increased from \$709 million in 1983 to \$849 million in 1984, a 20 percent increase, which brought the total over \$800 million for the first time in 20 years of tracking.

The finding is reported in Trends in Travel and Tourism Advertising Expenditures 1980-1984, a 60-page book compiled from measured non-trade-paper media and focuses on eight major travel and tourism advertising categories: 1) U.S. flag airlines; 2) foreign flag airlines; 3) steamship lines; 4) states of the U.S.; 5) other domestic destinations; 6) foreign countries; 7) Canadian provinces; 8) other foreign destinations.

Advertising spending is analyzed by total category, by media and by top spenders in the category and compared with previous spending.

Highlights of the report include:
(Continued on page 3)

TRAVEL PRICES DROP IN DECEMBER

The cost of travel fell 1 percent in December, as plummeting lodging prices caused the largest monthly decline in seventeen years, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) rose 0.2 percent in December.

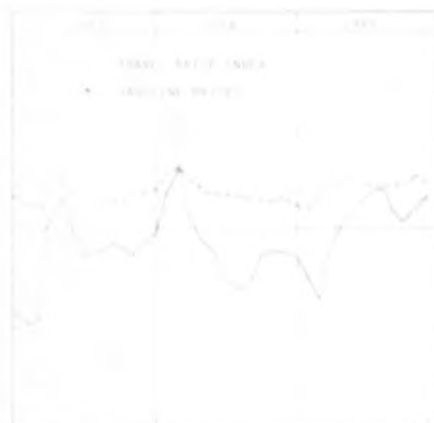
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, fell to 384.6 (1967-100), its lowest level in six months.

The cost of lodging fell 4.1 percent, its largest single monthly decline in the history of the TPI. The cost of incidentals decreased 0.8 percent, and airline fares dipped 0.2 percent.

On the other hand, intercity train fares rose 3.5 percent and intercity bus fares increased 1.4 percent in December.

Taxicab fares gained 0.7 percent. The cost of food away from home, gasoline, and entertainment services all posted moderate increases of 0.2 percent.

Despite the December decline, the TPI has grown 4.9 percent over the past twelve months, compared to a 3.8 percent rise in the CPI. Intercity bus fares have jumped 6.9 since last December. ##



Monthly and Annual Rates of Change in the Travel Index and Components
December 1985

TPI Component	Monthly Percent Change November 1985 to December 1985	Annual Percent Change December 1984 to December 1985	Full Year Percent Change 1985/1984
Transportation	0.1	4.9	3.9
Airline Fares	0.2	6.3	6.4
Intercity Bus Fares	1.4	6.9	6.9
Intercity Train Fares	3.5	4.8	3.6
Taxicab Fares	0.7	4.3	2.9
Gasoline	0.2	3.0	0.8
Lodging	4.1	6.3	7.0
Food Away From Home	0.2	3.8	4.0
Entertainment Services	0.2	4.4	5.4
Incidentals	0.8	2.5	2.7
TRAVEL PRICE INDEX	1.0	4.9	4.8
CONSUMER PRICE INDEX	0.2	3.8	3.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director; Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$55 per year, U.S., Canada and Mexico; other foreign countries, \$65 per year, payable in U.S. funds only.

TRAVEL RISES IN OCTOBER 1985

Travel during October increased 8 percent over year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results, released today.

Following a slight increase in September, travel by Americans rose from 82.1 million person-trips in October 1984 to 88.8 million a year later. (A person trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that vacation travel grew 6 percent. Business/convention travel increased 7 percent over the level recorded in October 1984, and weekend travel rose 21 percent. Travel for pleasure (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) also showed a substantial increase over 1984 levels.

The average trip duration rose to 5.2 nights from 4.4 nights one year earlier, while round trip distance increased to 950 miles, up from 830 miles in 1984.

Travel by personal motor vehicle grew 3 percent from October 1984, while air travel continued to show a strong Visitor Volume at National Parks

increase.

The South Atlantic/East South Central region was the most popular with American travelers, hosting for over 26 million person-trips during October 1985.##

ADVERTISING (CONTINUED)

• For the first time in a decade all travel categories measured show an increase in spending over last year.

• Advertising expenditures by U.S. flag airlines show a record increase of 15 percent over 1983, crossing the \$500 million level for the first time.

• Steamship advertising exceeded \$100 million for the first time, increasing 22 percent over 1983.

• Total U.S. destinations spending increased by 33 percent over the previous year because of record spending by states.

The book is available for \$45 from Ogilvy & Mather Partners, 675 Third Avenue, New York, New York 10017. Send checks to the attention of Edward Berrol.##

Region	NOV 1985 visits*	Change from NOV 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	521,596	3.2	-1.3
MIDDLE ATLANTIC	1,253,367	4.8	5.4
SOUTH EAST	7,112,710	7.6	9.4
EAST NORTH CENTRAL	136,909	21.2	4.6
WEST NORTH CENTRAL	255,119	6.7	6.5
WEST SOUTH CENTRAL	453,877	-4.0	-1
MOUNTAIN	1,211,406	8	4.5
PACIFIC	2,356,218	1.1	0.6
TOTAL	13,301,202	4.1	5.8

* adjusted for differences in reporting units

States comprising the Census regions

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia. WEST VIRGINIA: EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change		
			From Previous Month	From Year-ago Month	Year-to-date 1985/84
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Nov	\$ 3,311 million	- 4.8	4.9	N/A
Eating and drinking places(2)	Nov	\$31,100 million	0.3	5.4	5.5
Gasoline service stations(2)	Nov	\$ 8,691 million	1.3	3.8	1.6
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Nov	62.5 percent	1.0	- 2.2	- 2.2
Real demand for commercial lodging(4)		\$ N/A million	N/A	N/A	N/A
Airline passenger traffic(5)					
Domestic revenue passenger miles	Nov	16.5 billion	- 6.8	2.5	6.9
International revenue passenger miles	Nov	4.2 billion	-19.5	5.9	15.5
Highway traffic volume(6)					
Rural arterial vehicle miles	Nov	14.4 billion	- 9.5	0.0	3.3
Rail passenger traffic(7)					
Amtrak passenger miles	Nov	372.2 million	1.9	10.1	6.0
Travel Price Index(8)	Nov	188.6	- 0.1	5.7	4.7
U.S. resident travel(9)					
Total person trips	Oct	88.8 million	- 2.8	8.2	9.4
Vacation person trips	Oct	53.4 million	-13.2	5.7	6.0
Total person-nights	Oct	481.8 million	- 4.5	27.9	16.5
Vacation person-nights	Oct	309.7 million	- 5.5	11.5	8.8
Expenditure of National Park Service					
Visitors	Nov	11,545,022	-37.9	- 4.2	9.0
Overnight stays	Nov	586,226	-37.2	- 5.8	-11.4
Foreign arrivals, in U.S. (10)					
Park visitors	Sep	746,353	-24.5	- 5.3	- 0.1
From Canada	Nov	417,290	-22.0	- 3.5	- 0.4
U.S. citizen departures(11)					
To overseas	Sep	1,094,712	-18.1	1.5	7.2
To Canada	Nov	503,181	-33.8	6.4	4.5
Domestic demand for motor vehicles(12)					
Monthly S&P Index	Nov	8,190 thousand	- 1.8	1.2	3.4
N/A = not available					

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary, adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary, U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary, unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary, Source: U.S. Department of Energy.

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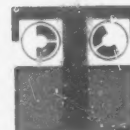
Research News for the U.S. Travel Industry

TRAVEL PRINTOUT



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Research News for the U.S. Travel Industry

March 1986

Volume 15, Number 3

TRAVEL INCREASES IN 1985

Travel in 1985 increased 6 percent over 1984, resulting in an estimated 1.1 billion person-trips, according to preliminary results of the US Travel Data Center's 1985 National Travel Survey. (A person trip is measured each time anyone goes 100 miles or more away from home.)

The monthly survey, now completing its seventh year, shows that pleasure travel rose 10 percent and business/convention travel increased 19 percent. However, other travel for personal or family (medical, funeral, wedding) purposes declined dramatically. Vacation travel was up 6 percent.

Lower air fares and a strong economy led to a healthy increase in air travel over 1984 while growth in auto travel was almost imperceptible.

Travel costs away from home remained relatively stable in 1985, according to Dr. Douglas C. Frechtling, director of the US Travel Data Center.

The Travel Price Index rose 4.5 percent. Travel price advance in 1985 was less than one-half the trend rate of growth over the previous decade although somewhat more than the increase in the Consumer Price Index.

Gasoline prices declined while hotel/motel rates increased 6 percent to lead all major items.

Dr. Frechtling predicts the U.S. economy will offer a favorable environment for continued growth in 1986 travel demand.

He said the rise in disposable personal income will provide increasing means for Americans to enjoy pleasure trips away from home.

The relatively low inflation rates for most consumer goods and services and

those specifically sought by travelers will ensure that the travel industry enjoys another increase in real output in 1986.

Revised estimates will be released in June in the 1985 National Travel Survey Full Year Report, which will be sent to Data Center members. The report is available to others for \$110 prepaid from the US Travel Data Center, 1899 L Street, NW, Washington, DC 20036.##

HOTEL OCCUPANCY FALLS WHILE ROOM RATES RISE

Hotel occupancy in 1985 dipped to 64.5 percent, a 2.1 percent decline from 1984, while average room rate increased 4.8 percent to \$58.92, according to a recent Laventhol and Horwath monthly national lodging industry report.

L&H National Partner for Leisure Time Industries Saul F. Leonard attributed the decline in occupancy to an increase in new hotel rooms.

Leonard believes the trend of adding huge numbers of net rooms will end this year with an expected addition of 70,000.

"This will be a major factor in the continued flat performance of the lodging industry," Leonard said. "By the latter part of 1987, however, we expect to see a turnaround as the number of additional rooms are absorbed and demand increases."

Further L&H predictions appear in the 1986 Outlook for the industry, which may be obtained for free by writing to Laventhol & Horwath, Publications Department, 1845 Walnut Street, Philadelphia, PA 19103.##

TRAVEL PRICES RISE SLIGHTLY IN JANUARY

Falling gasoline prices held the rise in travel costs to 0.4 percent in January, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) gained 0.3 percent in December.

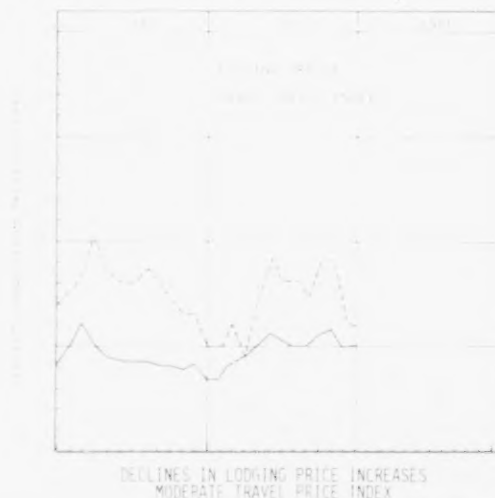
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, climbed to 386.0 (1967 = 100) in December.

Gasoline prices, at their lowest level since March 1985, fell 1.1 percent in January. The cost of incidentals declined 0.4 percent.

In contrast, intercity bus fares soared 3.2 percent, representing the largest monthly fare increase for this category in two years. Lodging prices gained 1.1 percent followed by a 1 percent jump in both intercity train fares and the cost of entertainment

services.

In the past 12 months, the TPI has risen 5.1 percent, compared to a 3.9 percent gain in the CPI. Intercity bus fares, leading all TPI components, have grown 9.3 percent since last January. Lodging prices and airlines fares posted gains of more than 6 percent and intercity train fares rose 5.3 percent.**



Monthly and Annual Rates of Change in the Travel Price Index and Components
January 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	December 1985 to January 1986	January 1985 to January 1986
Transportation	- 0.1	5.5
Airline Fares	0.4	6.1
Intercity Bus Fares	3.2	9.3
Intercity Train Fares	1.0	5.3
Taxicab Fares	0.2	3.8
Gasoline	- 1.1	4.4
Lodging	1.1	6.0
Food Away From Home	0.3	3.9
Entertainment Services	1.0	4.8
Incidentals	- 0.4	2.8
TRAVEL PRICE INDEX	0.4	5.1
CONSUMER PRICE INDEX	0.3	3.9

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL DECLINES IN NOVEMBER 1985

Travel during November declined nearly 1 percent from year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results.

Following a slight increase in October, travel by Americans dropped from 91.8 million person-trips in November 1984 to 91.1 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)—

The monthly telephone survey of more than 1,500 American adults reported that vacation travel decreased 1 percent and weekend travel rose 7 percent.

A significant increase in business/convention travel offset an 8 percent decline in travel for pleasure (visiting friends and relatives, outdoor recreation, sightseeing and entertainment).

Average trip duration dropped to 4.8 nights from 5.3 nights one year earlier. Round-trip distance rose slightly to 890 miles from 880 miles in 1984.

Travel by personal motor vehicle increased 1 percent from November 1984, while air travel fell 2 percent. Longer

distances, however, produced a small increase in domestic air person-miles.

The South Atlantic/East South Central region was the most popular with American travelers, accounting for 32 million person-trips during November 1985. The largest increase in travelers came from the New England/Mid-Atlantic region.

Results from the National Travel Survey are projectable to the total U.S. adult population.##

DATA CENTER PUBLISHES TRAVELTAB

Answers to the most frequently asked questions about the travel industry appear in TravelTab 1986, to be released by the Data Center before National Tourism Week. The pocket guide includes first estimates of 1985 travel.

The six-panel brochure is available in bulk quantities for 25 cents each plus \$50.00. Orders for the first printing must be received by April 15.

For more information or to place an order, contact Ida Simmons at the US Travel Data Center, 202/293-1040.##

Visitor Volume at National Parks

Region	DEC 1985 visits*	Change from DEC 1984 (percent)	Percent change 1985/1984 Year-to-Date
NEW ENGLAND	256,124	7.6	-1.3
MIDDLE ATLANTIC	328,977	5.7	4.9
SOUTH EAST	5,490,284	-7.5	10.1
EAST NORTH CENTRAL	150,193	32.0	5.0
WEST NORTH CENTRAL	151,417	10.1	6.1
WEST SOUTH CENTRAL	354,391	4.3	0.2
MOUNTAIN	1,032,914	9.9	4.8
PACIFIC	2,248,357	6.9	1.3
TOTAL	10,012,657	-1.0	6.1

* adjusted for differences in reporting units

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS		Current Month	Current Value	Percent Change		
				From Previous Month	From Year-ago Month	Year-to-date 1985/84
Establishment receipts or retail sales						
Hotels, motels and other lodging places(1)	Dec	\$ 3,255 million	1.7	5.9	N/A	
Eating and drinking places(2)	Dec	\$10,893 million	-1.5	2.6	-5.2	
Gasoline service stations(2)	Dec	\$ 8,693 million	2.0	4.7	1.7	
Commercial lodging demand						
Hotel/motel occupancy rate(3)	Dec	63.4 percent	-2.2	1.3	-2.1	
Real demand for commercial lodging(4)		\$ N/A million	N/A	N/A	N/A	
Airline passenger traffic(5)						
Domestic revenue passenger-miles	Dec	19.4 billion	17.6	13.7	9.3	
International revenue passenger-miles	Dec	4.6 billion	9.2	7.6	15.0	
Highway traffic volume(6)						
Rural arterial vehicle-miles	Dec	35.0 billion	1.7	9.9	3.3	
Rail passenger traffic(7)						
Amtrak passenger-miles	Dec	472.5 million	26.9	19.0	9.0	
Travel Price Index(8)						
	Dec	384.6	0.0	4.9	4.8	
U.S. resident travel(9)						
Total person-trips	Nov	91.1 million	2.6	-0.8	8.4	
Vacation person-trips	Nov	80.3 million	12.9	1.1	5.3	
Total person-nights	Nov	437.3 million	5.3	-10.1	13.8	
Vacation person-nights	Nov	337.7 million	9.0	-4.6	7.5	
Public use of national parks(10)						
Visits	Dec	10,199,752	20.3	0.5	8.6	
Overnight stays	Dec	336,471	-42.8	2.9	-11.3	
Foreign arrivals in U.S.(11)						
From overseas	Dec	875,964	9.2	-4.6	-0.5	
From Canada	Dec	580,862	6.0	1.4	-0.5	
U.S. citizen departures(12)						
To overseas	Dec	1,039,208	15.8	0.4	6.7	
To Canada	Dec	466,750	7.2	3.3	4.5	
Domestic demand for motor gasoline(13)						
Gallons per day	Dec	4,152 thousand	0.6	3.0	3.4	
N/A = not available						

N/A - not available

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary, adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary, U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary, unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and National Travel Research Center. (12)Preliminary. Source: U.S. Department of Energy.

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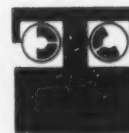
Research News for the U.S. Travel Industry

TRAVEL PRINTOUT



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Research News for the U.S. Travel Industry

April 1986

Volume 15, Number 4

International Terrorism Reduces U.S. Travel Abroad

Terrorist attacks on international air carriers are discouraging Americans from traveling abroad.

About 1.8 million U.S. residents changed their reservations to visit foreign countries as a result of recent hijackings and bombings, according to the US Travel Data Center's February survey of American residents and their travel patterns, now in its eighth year.

The survey, conducted soon after attacks on airports in Rome and Vienna, found that 84 percent of U.S. adults were aware of terrorist activities. Nine percent of the public had made plans to visit foreign countries, and nearly one-third of prospective travelers had made reservations.

Among the 5.1 million who had made reservations, 35 percent (1.8 million) changed them as a result of these terrorist attacks.

Seventy-eight percent of those who had changed their reservations (1.4 million) decided against traveling abroad, opting instead to cancel their trip plans or to switch to domestic destinations.

About 22 percent of those who changed their foreign travel reservations substituted another foreign destination.

Results are consistent with those from the July 1985 survey, adjusted for time of year. The earlier survey found 1.4 million Americans had changed their foreign travel reservations, and 1.2 million had decided against visiting a foreign destination.

"Terrorism against international travelers benefits no one," commented Dr. Douglas C. Frechtling, Data Center director. "While individual foreign destinations will suffer from fewer

American visitors this year, U.S. destination gains will be imperceptible since U.S. travel abroad accounts for less than 2 percent of American travel away from home."##

Travel Increases During Fourth Quarter 1985

Travel grew at a healthy rate during October, November and December 1985 over travel volume recorded for the same 1984 period, according to the US Travel Data Center's National Travel Survey Fourth Quarter Report.

Americans took 262 million person-trips, a 4 percent increase from fourth quarter 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Vacation travel rose 5 percent to 176 million person-trips.

Pleasure travel soared almost 11 percent as 124 million person-trips were made to "visit friends and relatives" and 70 million person-trips involved "other pleasure" purposes such as sightseeing, outdoor recreation and entertainment.

Business/convention travel increased 12 percent, accounting for 54 million person-trips.

Auto/truck/RV person-trips rose slightly to 187 million, but air person-trips showed a 14 percent increase with 63 million.

Average distance traveled was up 50 miles to 920, while average duration fell slightly to 5.2 nights.

The South Atlantic Census area produced and attracted the most travelers.

The survey, available to Data Center members free, may be obtained from the center by others for \$70 prepaid.##

February Travel Prices Drop to Lowest Level Since May 1985

Lower gasoline prices contributed to the third decline in four months for travel costs throughout the United States. Costs dipped 0.7 percent in February, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), declined 0.3 percent in February.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dropped to 383.3 (1967 = 100) in February, its lowest level since May 1985.

Gasoline prices fell 5.8 percent in February, this category's largest monthly decline since the TPI began in 1967.

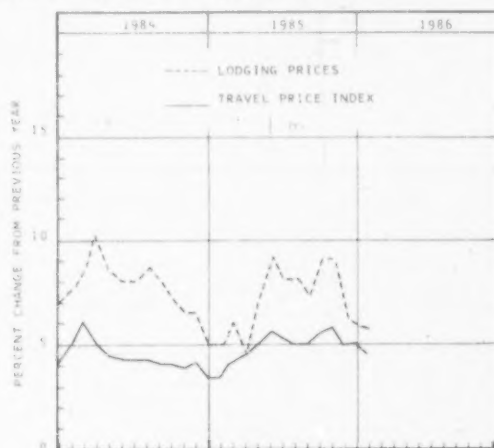
Out-of-town lodging costs led all TPI components, rising 1.0 percent in February.

Despite the steady decline in

travel prices, February's TPI was 4.2 percent higher than 12 months earlier, while the CPI was up 3.2 percent.

Intercity bus fares gained 10.4 percent, more than any other TPI component.

Gasoline prices comprised the only TPI component to decline in the past 12 months, down 0.2 percent.##



Lodging Prices Outpace
Travel Price Index

Monthly and Annual Rates of Change in the Travel Price Index and Components
February 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	January 1986 to February 1986	February 1985 to February 1986
Transportation	- 2.6	3.4
Airline Fares	- 0.4	5.7
Intercity Bus Fares	0.4	10.4
Intercity Train Fares	- 1.3	3.9
Taxicab Fares	0.2	3.5
Gasoline	- 5.8	- 0.2
Lodging	1.0	5.6
Food Away From Home	0.3	3.7
Entertainment Services	0.8	5.8
Incidentals	- 0.1	2.0
TRAVEL PRICE INDEX	- 0.7	4.2
CONSUMER PRICE INDEX	- 0.3	3.2

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$66 per year, U.S., Canada and Mexico; other foreign countries, \$66 per year, payable in U.S. funds only.

Federal Surveys Provide Resource to Travel Industry

Federal government surveys represent a potentially substantial resource to the tourism industry, according to Alan E. Pisarski in An Inventory of Federal Travel and Tourism Related Information Sources.

Published by the US Travel Data Center and the Business Research Division at the University of Colorado School of Business Administration, the inventory provides a brief but comprehensive listing of U.S. government travel sources.

Five federal surveys in the inventory, listed below, give information on consumer expenditures, personal transportation, international air travelers, leisure activity and recreation.

• **Consumer Expenditure Program.** This annual survey, started in 1980 by the Department of Labor, Bureau of Labor Statistics, provides income and expenditure data by demographic characteristics. The program's two components consist of a quarterly interview and a diary.

The interview survey collects data on trip expenditures. The diary, kept by respondents for two consecutive one-week periods, provides data on frequently purchased items.

About 10,000 diaries and 45,000 quarterly interviews are included in the yearly survey.

Published in February 1986, the 1982-83 diary survey costs \$2.75 and the interview survey costs \$7. Public-use tapes also are available with price dependent on tape density.

Further information may be obtained from Stephanie Shipp at 202-272-5060.

• **National Personal Transportation Survey.** Sponsored by the Department of Transportation, three home-interview surveys conducted by the Bureau of the Census yield travel-pattern profiles.

The Census interviewed 6,500 households in the last survey (1983), obtaining information on any trip taken by a resident over 5 years of age.

Data includes age, sex, race and respondents' education level as well as income and household location.

Two reports on the 1983 survey, Summary of Travel Trends and Survey and Data Tabulations, are available free. Fees for public-use tapes vary.

Contact Ruth Asin at 202-426-0160.

• **In-Flight Survey of International Air Travelers.** Started in 1982 by the U.S. Travel and Tourism Administration, this quarterly survey provides information about international travel to and from the United States.

Flight personnel on 35 airlines distribute a self-administered questionnaire to all passengers 18 years of age or older whose international trips originate in the United States or include the United States in their itineraries.

Data gathered includes travelers' annual income, residence, trip purpose, entry port, destinations, trip duration, lodging and expenditure breakdowns.

Reports contain year-to-date information and cost \$100 each. Public-use tapes also are available.

Contact Marsha Iyomasa at 202-377-4028.

• **National Leisure Activity Survey.** Sponsored by the National Endowment for the Arts, the survey, conducted in 1982 and 1985 by the Bureau of the Census, provides information on participation in cultural activities.

Respondents, 18 years old and above, indicate frequency of attendance at or participation in concerts, movies, theatre, museums, arts festivals and historic parks or monuments.

The survey does not indicate where the cultural participation takes place nor distinguish travelers from other persons in the population.

A technical report on the 1982 survey is available through Education, Research, Information Centers (ERIC) data files in most major libraries.

Free notes on the 1982 survey also are available.

Contact Harold Horowitz at 202-682-5432 for information.

(Continued on page 4)

Editor's Note: Pull out this section to use as a handy reference.

(continued from Page 3)

• - **National Recreation Survey.**

This National Park Service program obtains data approximately every five years on such items as favored recreation activities, frequency and preference strengths, expenditures for 36 outdoor activities, distances traveled to recreation, and transportation mode.

Household residents over 12 years of age respond to survey questions. About 5,500 people were included in the last personal-interview survey conducted in 1982.

Survey results are expected to be published by late May 1986.

Contact Merle Van Horn at 202-343-3770.

More details on the above surveys can be obtained in the inventory, which was sent free to US Travel Data Center full members. Others may obtain the report for \$25 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.**

DOT Begins Publishing Aviation Industry References

The Department of Transportation's Research and Special Programs Administration recently announced resumption of production and distribution of three aviation industry reference publications formerly produced by the Civil Aeronautics Board.

Air Carrier Traffic Statistics, produced monthly beginning with the December 1985 edition, includes data on passenger and cargo capacities and traffic carried by carrier entity and service class for more than 100 large certificated air carriers, based on reports submitted to DOT.

A monthly subscription costs \$150.00.

Air Carrier Financial Statistics, produced quarterly beginning with the June 1985 edition, contains income statement and balance sheet figures, in separate sections, by carrier entity for the most recent quarter and 12-

month period.

Subscription cost is \$50.

Air Carrier Industry Scheduled Service Traffic Statistics, produced quarterly beginning with September 1985, gives information on passenger and cargo capacities and traffic carried in scheduled service for medium regional carriers and summary tables for all carrier groups.

Subscription cost is \$50.

For further information, contact Marjorie Saccoccio at 617-494-2450.**

Data Center Provides National Travel Surveys

Since 1979, the US Travel Data Center has worked to fill in gaps created by the demise of Census national travel surveys by monitoring travel volume and characteristics.

The Data Center conducts a monthly telephone interview survey of random samples of 1,500 American adults.

Information requested includes the number of trips (going 100 miles or more away from home) taken in the past month, trip purpose, transportation used, accommodations, number of people on the trip, destination and intentions for vacation travel over the next six months.

The Data Center's National Travel Survey results appear in quarterly and full-year reports, which are available free to members but may be purchased individually by others.

Reports cover demographics and trip characteristics of total travel, business travel, pleasure travel, auto, air, vacation, and weekend with estimates of trips taken during a quarter.

In order to fund the survey, the Data Center offers a subscription service that allows specific proprietary questions such as perceptions of particular destinations or service preferences.

Contact Suzanne Cook at 202-293-1040 for further information about the National Travel Survey.**

Travel Increases in December 1985

December travel increased nearly 6 percent from year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results.

Travel by Americans rose from 78 million person-trips in December 1984 to 82 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey of more than 1,500 American adults reported vacation travel increased 13 percent and weekend travel went up 2 percent.

A 20 percent increase in pleasure travel (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) offset a 5 percent decline in business/convention travel.

Average trip duration dropped to 5.6 nights from 5.9 nights one year earlier. Round-trip distance rose slightly from 910 miles in 1984 to 960 miles in 1985.

Travel by personal motor vehicle decreased 3 percent from December 1984, while air travel soared 13 percent.

The Mountain/Pacific region was the most popular with American travelers, accounting for 22 million person-trips

during December 1985. The largest increase in travelers came from the New England/Mid-Atlantic region.

Results from the National Travel Survey are projectable to the total U.S. adult population.##

Data Center Offers Summer Travel Outlook

The US Travel Data Center's 1986 Outlook For Summer Travel: A Guide To Vacation Markets becomes available May 14. It will be sent to full and can be purchased by limited members and others for \$60 prepaid.

The report discusses demographic and regional markets and projects the number of trips, person-trips and person-nights for June, July and August 1986.

Included are forecasts for the \$30,000+ income group, 25-55 and 55+ age groups, transportation mode, type of lodging and average distance, based on data from the National Travel Survey.

To place an order, send a check for \$60 to the US Travel Data Center.##

Visitor Volume at National Parks

Region	JAN 1986 visits*	Change from JAN 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	209,359	13.4	13.4
MIDDLE ATLANTIC	710,343	28.9	28.9
SOUTH EAST	5,287,954	35.8	35.8
EAST NORTH CENTRAL	269,893	17.6	17.6
WEST NORTH CENTRAL	140,846	16.5	16.5
WEST SOUTH CENTRAL	420,519	52.7	52.7
MOUNTAIN	1,440,470	57.2	57.2
PACIFIC	2,616,107	12.0	12.0
TOTAL	11,095,491	30.4	30.4

* adjusted for differences in reporting units

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS		Current Month	Current Value	Percent Change		
				From Previous Month	From Year-ago Month	Year-to-date
<u>Establishment receipts or retail sales</u>						
Hotels, motels and other lodging places(1)	Jan	\$ 3,235 million	- 0.6	6.2	6.2	
Eating and drinking places(2)	Jan	\$11,141 million	1.3	6.0	6.0	
Gasoline service stations(2)	Jan	\$ 8,427 million	- 0.8	0.9	0.9	
<u>Commercial lodging demand</u>						
Hotel/motel occupancy rate(3)	Jan	61.7 percent	N/A	- 1.3	- 1.3	
Real demand for commercial lodging(4)	Jan	43.4 million nights	N/A	2.2	2.2	
<u>Airline passenger traffic(5)</u>						
Domestic revenue passenger-miles	Jan	18.2 billion	- 6.3	9.7	9.7	
International revenue passenger-miles	Jan	4.5 billion	- 0.4	11.0	11.0	
<u>Highway traffic volume(6)</u>						
Rural arterial vehicle-miles	Jan	31.7 billion	- 9.1	8.5	8.5	
<u>Rail passenger traffic(7)</u>						
Amtrak passenger-miles	Jan	349.5 million	-26.0	8.9	8.9	
<u>Travel Price Index(8)</u>						
	Jan	386.0	0.4	5.1	5.1	
<u>U.S. resident travel(9)</u>						
Total person-trips	Dec	82.4 million	- 9.5	5.6	8.2	
Vacation person-trips	Dec	61.8 million	2.5	12.6	5.9	
Total person-nights	Dec	461.4 million	5.5	0.3	12.6	
Vacation person-nights	Dec	383.2 million	13.5	10.8	7.9	
<u>Public use of national parks(10)</u>						
Visits	Jan	11,405,059	5.6	30.3	30.3	
Overnight stays	Jan	402,095	19.5	9.2	9.2	
<u>Foreign arrivals in U.S.(11)</u>						
From overseas	Nov	N/A	N/A	N/A	N/A	
From Canada	Jan	721,083	24.2	4.0	4.0	
<u>U.S. citizen departures(11)</u>						
To overseas	Nov	N/A	N/A	N/A	N/A	
To Canada	Jan	365,878	-21.6	18.5	18.5	
<u>Domestic demand for motor gasoline(12)</u>						
Barrels per day	Jan	6,572 thousand	- 2.7	3.7	3.7	

N/A = not available

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Smith Travel Research, seasonally adjusted. (4)Source: Smith Travel Research, unadjusted room nights sold. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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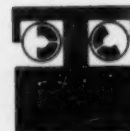
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May 1986

Volume 15, Number 5

Data Center Forecasts Increase in Summer Vacation Travel

U.S. summer vacation travel will increase 5 percent over last year's levels, the US Travel Data Center projected today.

Summer vacation trips will reach the highest level on record, according to the non-profit research center's report, 1986 Outlook for Summer Travel: Guide to Vacation Markets.

The summer forecast is based upon interviews with more than 4,000 American adults gathered by the Data Center's monthly National Travel Survey, now in its eighth year.

The Data Center predicts vacationers will take 288 million person-trips and spend almost 1.8 billion nights away from home in June, July and August 1986. (A person-trip is counted each time one person travels 100 miles or more away from home.)

1986 Projected Summer Vacation Person-Trips:
Region of Residence
(Millions)



Cities have become the most popular type of destination among summer vacation planners this year, displacing last year's favorite, ocean beaches, which have fallen to a close second. About one-third of vacationers are budgeting more for travel this year than last.

The Data Center projects 82 percent of summer vacationers will travel by car, truck or recreational vehicle, while 15 percent will go by air.

Among the regions, the 12 states of the Southeast will generate the most summer vacation travelers. Residents of this and the Great Lakes regions will increase their summer travel by 8 percent this year, more than any other region. The Southeast will again draw the most summer visitors.

1986 Projected Summer Vacation Person-Trips:
Region of Destination
(Millions)



Foreign destinations will attract 8.3 million American visitors this summer. While travel to Canada and Mexico will increase 10 percent over last summer, trips to overseas destinations will fall 20 percent to 2.3 million vacationers. Travel to the Caribbean/Bermuda and Pacific/Asia areas is expected to rise 3 percent.

"All signs point to record domestic Tourism levels this summer," commented Dr. Douglas C. Frechtling, director of the US Travel Data Center. "Seldom have economic, social and political factors combined to provide such a boost to U.S. vacation travel as they have this summer."

The complete forecast, 1986 Outlook for Summer Travel: A Guide to Vacation Markets, is being sent to full members of the Data Center and is available to limited members and others for \$60.00 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.##

Travel Price Index**Travel Prices Plunge in March**

Plummeting gasoline prices contributed to the fourth decline in travel costs in five months. Travel prices fell 1.9 percent in March, the largest drop in at least 18 years, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), declined 0.5 percent in March.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dropped to 376.2 (1967=100) in March, its lowest level since March 1985.

Gasoline prices fell 12.3 percent in March, this category's largest monthly decline since the TPI began in 1969.

Increases in intercity bus fares led all TPI components, jumping 1.1 percent in March.

Despite the steady decline in travel prices, March's TPI was 1.1 percent higher than 12 months earlier, while the CPI increased 2.3 percent.

Gasoline prices comprised the only TPI component to drop during the past 12 months, down 14.5 percent, while intercity bus fares gained 12.2 percent, more than any other TPI component.##



Travel Price Index Reacts to Falling Gasoline Prices

Monthly and Annual Rates of Change in the Travel Price Index and Components
March 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	February 1986 to March 1986	March 1985 to March 1986
Transportation	- 5.2	- 3.6
Airline Fares	- 0.7	3.7
Intercity Bus Fares	1.1	12.2
Intercity Train Fares	0.0	3.9
Taxicab Fares	0.2	2.9
Gasoline	-12.3	-14.5
Lodging	0.5	4.5
Food Away From Home	0.4	3.8
Entertainment Services	0.0	7.6
Incidentals	0.5	1.6
TRAVEL PRICE INDEX	- 1.9	1.1
CONSUMER PRICE INDEX	- 0.5	2.3

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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Travel Spending Reaches \$269 Billion in 1985

U.S. residents and foreign visitors spent \$269 billion on travel in America and its territories during 1985, according to preliminary estimates in the US Travel Data Center's travel industry guide, TravelTab 1986.

The pocket reference reports spending by travelers away from home in the United States increased 7 percent from 1984 levels.

American travelers spent \$258 billion and foreign visitors spent \$12 billion in the United States during 1985.

Travel expenditures abroad by Americans rose to \$17 billion, a 7 percent increase from 1984.

Committee Recommends Forum Program Topics

Regional trends, family vacations and industry sectors head the Travel Outlook Forum Advisory Committee's recommendations of topics for the 12th annual conference in Miami Beach, Fla., Oct. 10, 1986.

Other topics suggested at the committee's meeting in New York City, Feb. 28, include 1986 travel trends, the 1987 economic outlook and the impact of changes in the population on the travel industry.

The committee also recommended covering both market segments and industry sectors, including the retired traveler, international and business travelers, lodging and transportation.

Committee members include Pat Duricka, International Association of Amusement Parks and Attractions; Diana M. Orban, Diana Orban Associates; Lou Benincasa, American Express Publishing Co.; Alan Fredericks, Travel Weekly; James Hepple, representing the forum's co-sponsor, Travel and Tourism Research Association; Max L. Madsen, Better Homes and Gardens; and Hershel Sarbin, Hershel Sarbin Associates.

The 1986 Travel Outlook Forum will be held in conjunction with Travel Industry Association's National Conference and Showcase.##

Spending on travel directly generated \$60 billion in wage and salary income for 6 million U.S. workers and enriched federal, state and local treasuries by \$33 billion.

U.S. residents took 1,078 million person-trips in 1985. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

TravelTab 1986, a six-panel quick-reference guide to U.S. and international travel volume and expenditures, is being sent to all Data Center members and is available for \$4 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.

The guide also may be purchased in bulk quantities of 200 or more for 25 cents each plus \$50.##

1985 Air Travel Survey Released

A record number of Americans flew on commercial airlines last year, according to the Air Transport Association (ATA).

About 48 million adults (28 percent of the total U.S. adult population) flew during 1985, breaking the 1984 record of 46 million (27 percent).

Other findings from the survey conducted for ATA by the Gallup Organization include:

- Seventy percent of adults (120 million) have flown in their lifetime, 72 percent of all American men and 68 percent of all American women.

- Fifty percent of all trips within the last 12 months were for pleasure/personal reasons and 50 percent were for business travel.

- Fliers averaged 3.2 round-trips each in 1985.

Survey results came from interviews with 4,581 adults 18 years of age and older.

The 1985 Air Travel Survey is available for \$35. Contact Public Information Office, Air Transport Association, 1709 New York Ave., NW, Washington, DC 20006.##

Changes in Standard Industrial Classification System Would Benefit Travel Industry

The Standard Industrial Classification (SIC) system should recognize distinct industries in the economy, according to US Travel Data Center Director Douglas C. Frechtling.

"The travel and tourism industry, although not explicitly recognized in the primary-activity structure of the SIC, can be synthesized if establishments engaged to a substantial degree in providing goods and services to those traveling away from home are distinguished from those that are not so engaged," he said.

Dr. Frechtling was responding to a Feb. 14, 1986, Federal Register notice by the Office of Management and Budget soliciting public comments on the Technical Committee on Industrial Classification recommendations to revise the 1972 SIC Manual and its 1977 Supplement.

In 1984, Dr. Frechtling recommended to the committee that establishments primarily providing passenger transportation and related services should be distinguished from those primarily providing commodity transportation and warehousing.

He said establishments primarily providing intercity passenger transportation and related services should be distinguished from those primarily providing local transportation.

Further recommendations by Dr. Frechtling included:

- Industry 7512 should be split between passenger rental without drivers and passenger car leasing.

The Census Bureau distinguished between these Industry 7512 segments in several state reports from the 1982 Census of Service Industries, indicating the split is feasible.

The Bureau found 3,286 establishments renting passenger cars without drivers. These firms had business receipts of nearly \$3.5 billion and about 40,000 employees.

- Major Group 44 should include a new group for water passenger transportation. This group could be further divided into deep-sea transportation such as cruise lines,

river and canal transportation and passenger transportation unclassified elsewhere.

- A new industry entitled, "Local Sightseeing and Recreational Transportation," should be established in Group 799.

The industry should include sightseeing buses from Industry 4119, sightseeing, excursion, and air boats from Industry 4459, for-hire horse-drawn cabs and carriages from Industry 4789, and aerial trams, cable lifts, houseboat rentals, motorcycle rentals, bicycle rentals, rowboat and canoe rentals, scenic railroads, pack trains, ski lifts, and tourist guides from Industry 7999.

- There are businesses that should be explicitly listed under SIC codes.

Hotel reservation services should be under Industry 4720 and the name changed to "travel arrangement."

Convention centers should be under Industry 7399, "Business Services Not Elsewhere Classified."

Convention and Visitor bureaus should be under Industry 8611, "Business Associations."

Aircraft caterers should be under Industry 5812, "Eating Places," as other caterers and industrial food service establishments are.

- Combining Industries 4141 (local passenger charter service) and 4142 (charter service, except local) should not be done since it reduces information on the growing intercity bus charter business.##

Editor's note: Last month's issue of Travel Printout summarized the findings of Alan E. Pisarski's inventory of travel survey data available from federal government sources. The article failed to mention that the project was initiated and funded by the U.S. Travel and Tourism Administration.

Additional copies of the April 1986 issue can be obtained by sending \$5 for each copy to the US Travel Data Center, 1699 L Street, NW, Washington, DC 20036. ##

National Travel Survey

Travel Posts Increase in January

January travel increased nearly 5 percent from year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results.

Travel by Americans rose from 61 million person-trips in January 1985 to 64 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey of more than 1,500 American adults reported that vacation travel decreased 7 percent, while weekend travel increased slightly.

Pleasure travel (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) soared 13 percent, offsetting a 1 percent decline in business/convention travel.

Average trip duration rose to 5.2 nights from 4.1 nights one year earlier. Round-trip distance went up from 980 miles in 1985 to 1,130 miles in 1986.

Travel by personal motor vehicle decreased 13 percent from January 1985, and air travel showed a significant drop.

The South Atlantic/East South Central Census region was the most popular with American travelers. The

largest increase in travelers came from the West North Central/West South Central region.

Results from the National Travel Survey are projectable to the total U.S. adult population.##

Data Center Offers Free Program Guide

A free 1986 Guide to Membership, Publications and Programs is available from the US Travel Data Center.

The 29-page guide details the Data Center's 1986 research program and describes past and current publications and membership benefits.

Reports listed in the guide for 1986 publication include the 1986 Outlook for Travel and Tourism, and TravelTab 1986 (a quick reference guide to current travel trends) and quarterly and annual reports from the 1986 National Travel Survey.

For a free 1986 guide, write to the US Travel Data Center, 1899 L Street, NW, Washington, DC 20036 or call (202) 293-1040.##

Visitor Volume at National Parks

Region	FEB 1986 visits*	Change from FEB 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	250,165	-6.3	1.4
MIDDLE ATLANTIC	663,683	-14.5	3.2
SOUTH EAST	4,352,844	0.1	7.7
EAST NORTH CENTRAL	225,511	8.6	13.1
WEST NORTH CENTRAL	138,053	8.4	12.2
WEST SOUTH CENTRAL	449,377	23.3	31.8
MOUNTAIN	1,222,378	0.6	11.3
PACIFIC	2,450,576	-1.8	4.7
TOTAL	9,752,587	-4	7.9

* adjusted for differences in reporting units

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Feb	\$ 3,323 million	2.7	6.0	8.1
Eating and drinking places(2)	Feb	\$11,373 million	0.9	7.1	7.2
Gasoline service stations(2)	Feb	\$ 8,317 million	- 1.2	2.6	1.7
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Feb	62.5 percent	1.3	- 3.4	- 0.7
Real demand for commercial lodging(4)	Feb	\$ 80.0 million	14.9	1.5	2.0
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Feb	17.5 billion	- 4.0	12.0	10.8
International revenue passenger-miles	Feb	3.5 billion	-22.4	3.6	7.6
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Feb	29.3 billion	- 7.4	4.7	6.6
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Feb	312.5 million	-10.6	6.5	7.8
<u>Travel Price Index(8)</u>					
	Feb	383.3	- 0.7	4.2	4.6
<u>U.S. resident travel(9)</u>					
Total person-trips	Jan	63.8 million	-22.5	4.6	4.6
Vacation person-trips	Jan	36.4 million	- 6.6	- 6.6	- 6.6
Total person-nights	Jan	331.8 million	-28.1	13.3	13.3
Vacation person-nights	Jan	249.6 million	-34.9	4.7	4.7
<u>Public use of national parks(10)</u>					
Visits	Feb	10,078,049	-11.6	- 0.4	14.6
Overnight stays	Feb	676,586	60.5	4.7	3.5
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Nov	588,537	-13.2	- 6.3	-1.0
From Canada	Feb	579,728	-19.6	- 4.0	9.3
<u>U.S. citizen departures(11)</u>					
To overseas	Nov	939,881	- 9.6	- 1.1	6.1
To Canada	Feb	413,055	12.9	14.5	16.4
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Feb	6,438 thousand	- 0.8	- 1.3	0.5

N/A = not available

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Smith Travel Research, seasonally adjusted. (4)Source: Smith Travel Research, unadjusted room nights sold. (5)Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

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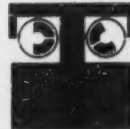
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Research News for the U.S. Travel Industry

June 1986

Volume 15, Number 6

TIA, Data Center Ties Strengthened

The Board of Trustees of the U.S. Travel Data Center has approved a number of changes in the Data Center's articles of incorporation and bylaws.

The effect of these changes, which were recommended by the corporate strategic planning committee of the Travel Industry Association of America (TIA) and endorsed last April by the TIA Board of Directors, is to further strengthen the close ties between the Data Center and TIA by placing the Data Center under the administrative direction of TIA.

The Data Center will remain a separate, nonprofit organization with its own board of trustees to develop and oversee its research programs.

Approved at a June 1 meeting of the Data Center trustees in Phoenix, the

purpose of the changes, explains Data Center chairman, Robert Gall, is "to improve the ability of TIA to represent the interests of the U.S. travel industry in matters of common concern, while maintaining the high quality of information and research that the Data Center has provided for the travel industry over the past 13 years."

Established by TIA and the U.S. Department of Commerce in 1972, the Data Center is widely recognized as the authoritative, national research organization on matters concerning travel and tourism.

TIA is the national, nonprofit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.##

Travel Posts Long-Awaited Increase in 1985

American travelers covered 960 billion domestic miles and spent 5.8 billion nights away from home last year. Travelers' mileage rose 16 percent and nights increased 10 percent over 1984 figures, bringing travel to its highest levels in four years.

The 1985 increase is reflected in the seventh annual National Travel Survey, conducted by the U.S. Travel Data Center.

The monthly telephone survey, which contacted 18,000 American adults last year and excluded trips less than 100 miles from home, showed that in an average month, over 41 million of the nation's travelers took at least one trip, totaling 1.08 billion person-trips for the year, a 6 percent increase over 1984. (A person-trip is counted each

time anyone goes 100 miles or more from home.)

For the first time, the full year report examines hotel/motel guests, and 27 percent of hotel/motel guests traveled by air. Approximately 41 percent of all travel included at least one night in a hotel or motel.

Air travel overall climbed 25 percent over year-earlier levels; however, auto/truck/RV travel rose less than 1 percent. Nevertheless, personal motor vehicles accounted for 75 percent of travel in 1985, the survey showed.

Attending a business meeting or convention necessitated travel by 8.8 million Americans in an average month, about one-third of which were women, a growing segment of the travel marketplace in recent years.

(continued on page 3)

Travel Prices Fall for Third Consecutive Month

Declining gasoline prices contributed to the third straight monthly decrease in travel costs, which fell 0.6 percent in April, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), declined 0.2 percent in April.

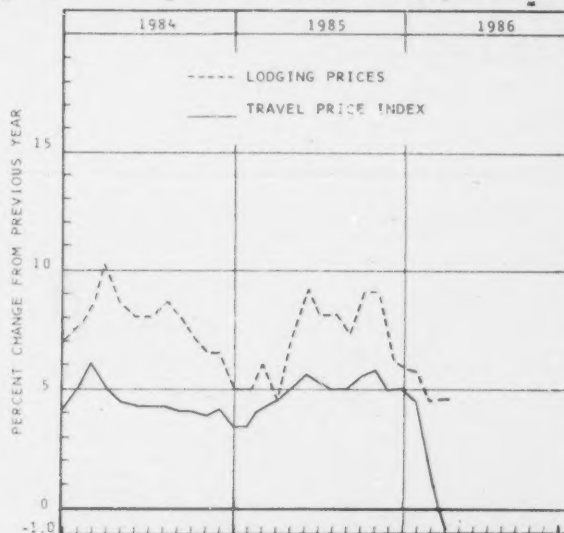
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dropped to 374.0 (1967=100) in April, its lowest level since March 1985.

Gasoline prices fell 9.5 percent in April, the fourth consecutive monthly decline for this category.

The cost of lodging rose the most, 2.0 percent, followed by intercity bus fares, 1.2 percent. The cost of entertainment services gained 0.5 percent while all other components rose

0.4 percent or less.

Travel prices were down 0.9 percent from 12 months earlier, representing the first annual decrease in travel prices since the TPI began in 1969. For comparison, the CPI increased 1.6 percent since April of last year. The price of gasoline fell 25.5 percent.##



Travel Prices Fall Despite Lodging Price Increase

Monthly and Annual Rates of Change in the Travel Price Index and Components
April 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	March 1986 to April 1986	April 1985 to April 1986
Transportation	- 3.3	- 8.4
Airline Fares	0.3	3.6
Intercity Bus Fares	1.2	13.8
Intercity Train Fares	0.2	4.2
Taxicab Fares	0.1	3.0
Gasoline	- 9.5	-25.5
Lodging	2.0	4.7
Food Away From Home	0.4	3.8
Entertainment Services	0.5	5.3
Incidentals	0.2	1.5
TRAVEL PRICE INDEX	- 0.6	- 0.9
CONSUMER PRICE INDEX	- 0.2	1.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by an affiliate of Travel Industry Association of America, the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, NW, Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$55 per year, U.S., Canada and Mexico; other foreign countries, \$85 per year, payable in U.S. funds only.

Travel Posts Increase in February

Travel by Americans rose from 44 million person-trips in February 1985 to 49 million a year later, an increase of almost 12 percent. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The February increase is reflected in the National Travel Survey, a monthly telephone survey of more than 1,500 American adults conducted by TIA's research affiliate, the US Travel Data Center.

According to the survey, vacation travel decreased 6 percent, while weekend travel increased 16 percent.

Business/convention travel showed significant gains, and pleasure travel (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) grew almost 6 percent.

Average trip duration fell to 5.0 nights from 5.4 nights one year earlier.

Perhaps resulting from lower gasoline prices, travel by personal motor vehicle increased dramatically from February 1985; however, air travel showed a weak 1 percent increase.

The South Atlantic/East South Central Census region was the most popular with American travelers.

Results from the National Travel Survey are projectable to the total U.S. adult population.##

Full Year

(continued from page 1)

Weekend travel, which represented slightly less than half of all travel in 1985, increased 8 percent.

The South Atlantic Census region was the most popular choice of American travelers, as in the previous three years, hosting 21 percent of the 1985 U.S. travel market. The greatest number of travelers also came from the South Atlantic region, which produced 18 percent of all travelers, followed by the East North Central Census region, which generated 16 percent.

The 1985 National Travel Survey Full Year Report is based on telephone interviews with over 1,500 adult Americans each month in 1985. It includes over 100 pages of tables, charts, analysis and comparisons with 1984. It is available for \$110 (prepaid) from the US Travel Data Center, 1899 L Street, NW, Suite 610, Washington, DC 20036. ##

Visitor Volume at National Parks

Region	MAR 1986 visits*	Change from MAR 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	408,289	12.4	7.1
MIDDLE ATLANTIC	1,306,205	20.8	11.3
SOUTH EAST	8,931,924	12.9	10.3
EAST NORTH CENTRAL	232,115	31.0	18.4
WEST NORTH CENTRAL	311,572	29.1	20.8
WEST SOUTH CENTRAL	825,552	10.0	20.0
MOUNTAIN	2,081,197	28.1	18.6
PACIFIC	2,894,302	9.3	6.5
TOTAL	16,991,066	14.8	11.1

* adjusted for differences in reporting units

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

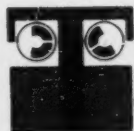
CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS		Percent Change			
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1985/84
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1) . .	Mar	\$ 3,428 million	3.2	4.4	5.5
Eating and drinking places(2)	Mar	\$11,297 million	0.4	4.9	6.0
Gasoline service stations(2)	Mar	\$ 7,603 million	- 7.1	- 9.9	- 2.8
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Mar	62.5 percent	0.0	- 4.0	- 1.3
Real demand for commercial lodging(4)	Mar	54.3 million	8.6	1.2	1.7
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Mar	21.7 billion	24.3	6.0	8.9
International revenue passenger-miles	Mar	4.6 billion	31.5	7.3	7.5
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Mar	38.2 billion	30.0	7.3	7.0
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Mar	411.6 million	31.8	9.4	8.4
<u>Travel Price Index(8)</u>					
	Mar	376.2	- 1.9	1.1	3.4
<u>U.S. resident travel(9)</u>					
Total person-trips	Feb	49.1 million	-22.1	11.8	6.9
Vacation person-trips	Feb	23.2 million	-39.6	- 5.7	- 6.2
Total person-nights	Feb	245.5 million	-26.0	3.6	18.5
Vacation person-nights	Feb	139.2 million	-44.2	-14.3	13.3
<u>Public use of national parks(10)</u>					
Visits	Mar	17,331,480	72.0	13.6	13.8
Overnight stays	Mar	676,588	60.5	4.7	3.5
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Jan	576,970	-16.9	0.5	2.1
From Canada	Mar	1,031,942	78.0	9.0	4.0
<u>U.S. citizen departures(11)</u>					
To overseas	Jan	984,270	- 0.6	13.2	8.6
To Canada	Mar	526,004	27.3	16.1	16.3
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Mar	6,887 thousand	7.0	3.9	1.7
N/A = not available					

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and Nettleton Travel Research Center. (12) Preliminary; Source: U.S. Department of Energy.

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July 1986

Volume 15, Number 7

1987 Travel Outlook Forum Makes the Most of Recovery

Peter Francese, president and founder of American Demographics, Inc., and publisher of American Demographics Magazine, will head the program of experts addressing the 1987 Travel Outlook Forum to be held on October 10, 1986, in Miami Beach.

The forum, sponsored by the US Travel Data Center, and co-sponsored by the Travel and Tourism Research Association (TTRA), will be held in conjunction with the Travel Industry Association (TIA) National Conference and Showcase, October 7-10, and will focus on the theme, "Making the Most of Recovery."

The theme is especially appropriate since the travel industry finally began to realize long-overdue increases in travel activity at the end of 1984.

Francese will examine prospective demographic changes in the American population and analyze the risks and opportunities awaiting the travel industry in the next 20 years.

The forum program will also include an economic forecast for 1987, presented by Dr. Joseph Duncan, Dun and Bradstreet's corporate economist and chief statistician.

Regional differences in family vacation travel, presented by Better Homes and Gardens, will be a new feature in the program, departing briefly from the nation-wide point of view traditionally presented at the forum.

Popular topics of previous years, such as the outlook for international and business travel and a review of travel trends in 1986, will again appear on the program. Panels of industry experts will also examine the prospects for various industry sectors in 1987: air transportation and related services, ground transportation, recreation and attractions, and accommodations.

Registration fee for the forum is \$185 for Data Center, TTRA and TIA members, and \$210 for others. Registration for the entire 3-day TIA conference, showcase and forum is \$395 for members and \$425 for others.##

Travel Spending Rose 12 Percent in 1984

U.S. residents and foreign visitors spent \$235 billion traveling in America during 1984, a 12 percent increase over the previous year.

The 1984 increase is reflected in the report, Impact of Travel on State Economies, 1984, prepared by the US Travel Data Center.

State	Expenditures (\$ billions)
California	\$29.0
Florida	17.6
New York	15.6
Texas	14.9
New Jersey	11.4
Pennsylvania	8.3
Illinois	7.7
Nevada	6.4
Ohio	6.4
Michigan	6.2

The top five states accounted for 40 percent of U.S. travel spending.

According to the report, the seventh in this unique series of annual estimates of spending of travel away from home, travel spending grew in all but one state, North Dakota. New Jersey posted the largest gain, 26.5 percent, and thirty states earned double-digit advances from 1983.

(continued on page 3)

Travel Prices Increase in May

Rising gasoline prices contributed to a 0.4 percent increase in travel costs in May. The increase is reflected in the Travel Price Index (TPI) compiled monthly by the US Travel Data Center.

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), gained 0.3 percent in May.

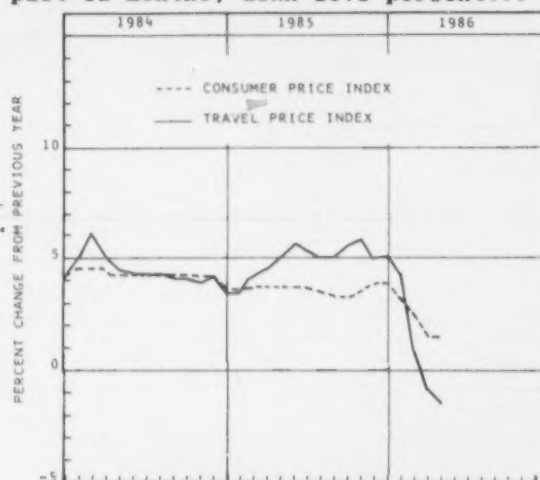
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 375.6 (1967=100) in May.

Gasoline prices rose 2.5 percent, following four consecutive monthly declines. Airline and intercity bus fares each increased 0.6 percent in May. The cost of food away from home jumped 0.5 percent.

The cost of lodging fell 0.7 percent in May, the largest decline of any TPI component. The cost of incidentals also fell: 0.1 percent.

Although travel prices grew in May, they are still 1.5 percent lower than 12 months ago. For comparison, the CPI has increased 1.6 percent since May 1985.

The price of gasoline was the only component of the TPI to drop during the past 12 months, down 25.1 percent.##



Travel Prices Fall From Year-Earlier Levels

Monthly and Annual Rates of Change in the Travel Price Index and Components
May 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	April 1986 to May 1986	May 1985 to May 1986
Transportation	- 1.2	- 8.1
Airline Fares	0.6	4.1
Intercity Bus Fares	0.6	13.7
Intercity Train Fares	0.3	5.4
Taxicab Fares	0.0	3.0
Gasoline	2.5	-25.1
Lodging	- 0.7	1.8
Food Away From Home	0.5	4.0
Entertainment Services	0.2	5.3
Incidentals	- 0.1	1.5
TRAVEL PRICE INDEX	0.4	- 1.5
CONSUMER PRICE INDEX	0.3	1.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

Travel Rises Moderately in March

Travel during March showed an increase of almost 5 percent over year-earlier levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 12 percent increase in February, travel by Americans rose from 67.2 million person-trips in March 1985 to 70.3 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that weekend travel rose significantly, and vacation travel grew almost 13 percent.

Business/convention travel rose almost 2 percent over the level set in March 1985, and travel for pleasure purposes, such as visiting friends and relatives, sightseeing or other entertainment purposes, showed a 12 percent increase over 1985 levels.

The average trip duration rose to 5.3 nights from 5.2 nights one year earlier, while round-trip distance fell to 910 miles, down from 990 miles in March 1985.

Travel by personal motor vehicle rose 4 percent, and air travel increased

almost 9 percent.

The East South Central region was the most popular with American travelers, accounting for 25 million person-trips during March 1986, although the West North Central/West South Central region showed the greatest increase in visitors.**

Travel Spending

(continued from page 1)

California garnered more of U.S. traveler dollars than any other state: nearly \$29 billion. Florida was second with nearly \$18 billion, followed by New York, which attracted \$16 billion in travel expenditures. Rhode Island received \$429 million, fewer travel dollars than any other state.

The 60-page report, Impact of Travel on State Economies, 1984, contains revised estimates for 1982 and 1983 as well as the 1984 estimates.

The report is being sent to Data Center members and is available to others for \$55 prepaid from the US Travel Data Center, 1899 L Street, NW, Suite 610, Washington, DC 20036.**

Visitor Volume at National Parks

Region	APR 1986 visits*	Change from APR 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	780,674	2.9	4.8
MIDDLE ATLANTIC	1,707,504	11.1	11.2
SOUTH EAST	11,816,099	7.3	9.3
EAST NORTH CENTRAL	339,494	-11.7	6.6
WEST NORTH CENTRAL	366,125	-8.3	7.3
WEST SOUTH CENTRAL	980,334	6.8	15.0
MOUNTAIN	2,305,740	0.0	11.5
PACIFIC	3,320,229	0.6	4.6
TOTAL	21,616,199	4.9	8.8

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1986/85
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Apr	\$ 3,804 million	5.1	7.4	6.0
Eating and drinking places(2)	Apr	\$11,394 million	- 0.1	5.4	6.1
Gasoline service stations(2)	Apr	\$ 7,051 million	- 7.4	-19.7	- 7.2
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Apr	84.0 percent	2.4	- 0.7	- 0.5
Real demand for commercial lodging(4)	Apr	54.5 million	0.4	3.4	2.1
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Apr	20.3 billion	- 6.7	23.9	12.5
International revenue passenger-miles	Apr	4.3 billion	- 7.6	-41.8	-11.4
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Apr	37.6 billion	- 1.6	2.7	5.8
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Apr	377.8 million	- 8.3	- 5.5	4.4
<u>Travel Price Index(8)</u>					
	Apr	374.0	- 0.6	- 0.9	2.3
<u>U.S. resident travel(9)</u>					
Total person-trips	Mar	70.3 million	43.2	4.6	6.0
Vacation person-trips	Mar	46.9 million	102.2	12.5	1.0
Total person-nights	Mar	372.6 million	51.8	6.6	13.6
Vacation person-nights	Mar	326.3 million	135.8	21.1	16.7
<u>Public use of national parks(10)</u>					
Visits	Apr	21,929,958	26.5	3.2	9.8
Overnight stays	Apr	846,761	25.2	- 7.6	- 0.8
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Feb	567,970	-16.9	0.5	2.1
From Canada	Apr	856,825	-17.0	- 7.3	0.7
<u>U.S. citizen departures(11)</u>					
To overseas	Feb	984,270	- 0.8	13.2	8.6
To Canada	Apr	559,378	6.3	- 1.8	10.2
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Apr	7,083 thousand	1.6	2.2	2.1

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and Hettleton Travel Research Center. (12) Preliminary; Source: U.S. Department of Energy.

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Research News for the U.S. Travel Industry

August 1986

Volume 15, Number 8

Pleasure Travel in Spring 1986 Increases 2 percent

Travel for sightseeing, entertainment, outdoor recreation, and visiting friends and relatives this spring reached the highest level since 1981, according to the latest results of the US Travel Data Center's National Travel Survey.

Americans took 2 percent more pleasure person-trips during March, April, and May of 1986 than in the same period of 1985. (A person-trip is measured each time anyone goes 100 miles away from home.)

Almost 22 percent of this spring's pleasure travelers flew to the destination, up from 18 percent in 1985. However, travel by autos, trucks, or recreational vehicles declined correspondingly to 73 percent.

Almost unchanged from year-earlier figures, 49 percent of travelers stayed with friends and relatives, and 38 percent stayed in commercial lodgings.

TOTAL PLEASURE PERSON-TRIPS FOR MARCH, APRIL, AND MAY

Year	Person-trips (millions)
1986	178
1985	174
1984	151
1983	155
1982	155
1981	178

Source: National Travel Survey

Households with annual income of over \$30,000 increased their pleasure travel by 8 percent over spring 1985 levels, representing over half of all pleasure travel taken during the spring of 1986.

The South Atlantic/East South Central region attracted the greatest number of spring pleasure travelers. However, the East North Central region showed the most growth in visitors.##

Travel Grows During First Quarter 1986

Travel increased 7 percent during January - March 1986 over levels recorded for the same 1985 period, according to the US Travel Data Center's 1986 National Travel Survey First Quarter Report.

According to the report, which contains results from a monthly telephone survey of US residents now in its eighth year, Americans took 183 million person-trips, up from 172 million in first quarter 1985. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

While vacation travel rose 1 percent, weekend travel, which accounts for 46 percent of all first quarter travel, increased 16 percent. At least some of the increase can be attributed to Easter's move into March 1986 from April 1985.

Pleasure travel grew almost 11 percent, including 85 million person-trips to "visit friends and relatives" and 50 million person-trips involving "other pleasure" purposes such as sightseeing, outdoor recreation and entertainment.

Business/convention travel also increased 11 percent and accounted for 19 percent of first quarter travel.

The 1986 National Travel Survey First Quarter Report is being sent to Data Center members and is available to others for \$75 prepaid from the US Travel Data Center, 1899 L Street, NW, Washington, DC 20036.##

Travel Prices Accelerate in June

Rising gasoline prices in June contributed to the largest monthly increase in travel prices in more than three years.

Travel costs jumped 1.5 percent according to the Travel Price Index (TPI) compiled monthly by the US Travel Data Center.

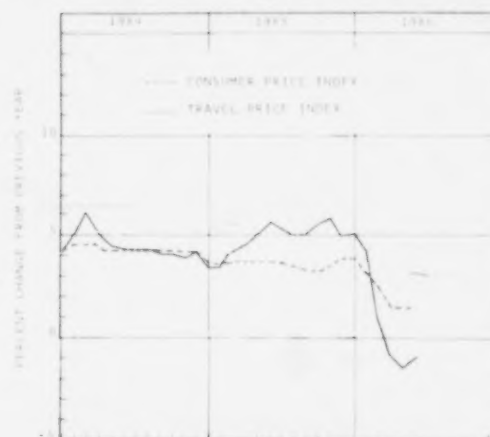
For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), increased 0.5 percent in June.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 381.1 (1967=100) in June.

Gasoline prices increased 4.7 percent in June, the second monthly increase after a 26 percent decline in the first four months of 1986. Intercity train fares rose 3.4 percent.

The price of gasoline has fallen 22.2 percent, the only component of the TPI to drop during the past 12 months.

Intercity bus fares have gained 13.7 percent over the last year, more than any other TPI component. Intercity train fares have risen 8.2 percent. ##



Travel Prices Remain Below Year-Earlier Levels

Monthly and Annual Rates of Change in the Travel Price Index and Components
June 1986

TPI Component	Monthly Percent Change May 1986 to June 1986	Annual Percent Change June 1985 to June 1986
Transportation	2.1	-6.6
Airline Fares	0.6	4.5
Intercity Bus Fares	0.5	13.7
Intercity Train Fares	3.4	8.2
Taxicab Fares	0.4	3.1
Gasoline	4.7	-22.2
Lodging	2.3	2.5
Food Away From Home	0.4	3.8
Entertainment Services	0.5	5.0
Incidentals	-2.3	-0.8
TRAVEL PRICE INDEX	1.5	-0.9
CONSUMER PRICE INDEX	0.5	1.7

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

Travel in May Posts Modest Increase

Travel during May showed an increase of almost 2 percent over year-earlier levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 5 percent decline in April, travel by Americans rose from 98.3 million person-trips in May 1985 to 100.1 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that weekend travel rose 11 percent, but vacation travel fell 1.5 percent.

Business/convention travel rose significantly over the level set in May 1985, and travel for pleasure purposes, such as visiting friends and relatives, sightseeing or other entertainment, remained about the same as 1985 levels.

The average trip duration fell to 4.5 nights from 4.8 nights one year earlier, while round-trip distance fell to 850 miles, down from 910 miles in May 1985.

The South Atlantic/ East South Central region was the most popular with American travelers, accounting

for 31 million person-trips in May 1986.##

Travel Advertising Spending Exceeds \$900 Million in 1985

Ogilvy & Mather's 1986 edition of "Trends in Travel and Tourism Advertising Expenditures" reports that travel advertising spending in the U.S. reached a peak of \$927 million in 1985.

Airlines (foreign and domestic), cruise lines, domestic destinations and Canadian provinces all recorded increases over 1984 expenditures.

The report, the latest in an annual series, covers the years 1981-1985. It details total advertising spending for various travel categories and analyzes leading advertisers in each category with yearly comparisons. Spending is also broken out by media for the total category, and for leading advertisers in each category.

Reports are available at \$50 a copy. Checks should be made out to Ogilvy & Mather and sent to Ed Berrol, Ogilvy & Mather Partners, 675 Third Avenue, NY, NY 10017.##

Visitor Volume at National Parks

Region	MAY 1986 visits*	Change from MAY 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	1,212,529	14.6	8.1
MIDDLE ATLANTIC	3,063,403	19.2	14.6
SOUTH EAST	13,374,123	8.9	9.2
EAST NORTH CENTRAL	498,374	-13.1	0.0
WEST NORTH CENTRAL	820,380	-1.7	2.9
WEST SOUTH CENTRAL	1,213,766	-4.1	8.1
MOUNTAIN	3,613,431	7.4	10.1
PACIFIC	4,768,769	23.0	9.8
TOTAL	28,564,775	10.6	9.4

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS			Percent Change		
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1986/85
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	May	\$ 3,598 million	- 0.2	6.9	6.2
Eating and drinking places(2)	May	\$11,769 million	1.0	7.3	6.6
Gasoline service stations(2)	May	\$ 7,188 million	1.1	-17.8	- 9.2
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	May	63.6 percent	- 0.6	- 2.8	- 0.1
Real demand for commercial lodging(4)	May	54.1 million	- 0.8	2.6	2.2
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	May	20.9 billion	3.3	9.4	11.6
International revenue passenger-miles	May	4.8 billion	12.7	-12.6	-11.7
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	May	41.2 billion	9.1	4.9	5.7
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	May	404.3 million	7.0	- 4.9	2.2
<u>Travel Price Index(8)</u>					
	May	375.6	0.4	- 1.5	1.5
<u>U.S. resident travel(9)</u>					
Total person-trips	Apr	70.7 million	0.6	- 5.0	2.7
Vacation person-trips	Apr	41.8 million	-10.9	- 7.3	- 1.4
Total person-nights	Apr	304.0 million	-18.4	-14.9	5.1
Vacation person-nights	Apr	217.4 million	-33.8	-12.4	8.4
<u>Public use of national parks(10)</u>					
Visits	May	28,786,187	31.3	4.4	8.0
Overnight stays	May	1,323,381	56.3	- 6.7	- 3.8
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	May	714,349	22.3	17.5	10.3
From Canada	May	813,719	- 5.0	- 1.5	0.3
From Mexico	May	53,454	0.7	-18.4	-13.5
<u>U.S. citizen departures(12)</u>					
To overseas	Mar	1,142,828	16.1	- 0.5	5.1
To Canada	May	1,300,290	132.5	28.0	16.9
<u>Domestic demand for motor gasoline(13)</u>					
Barrels per day	May	6,911 thousand	- 2.4	- 1.6	1.3

N/A = not available

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Hettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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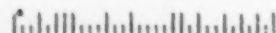
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September 1986

Volume 15, Number 9

Forum Proceedings Include Survey Findings on Business Travelers and Family Vacationers

According to the Travel Weekly/U.S. Travel Data Center Survey of Business Travelers, about 11 percent of business travelers account for 45 percent of all business trips. This is only one of the discoveries unveiled at the Data Center's 1987 Travel Outlook Forum on October 10, 1986, at the Fontainebleau Hilton in Miami Beach.

This twelfth annual Travel Outlook Forum was co-sponsored by the Travel and Tourism Research Association (TTRA), and held in conjunction with the Travel Industry Association of America's (TIA) National Conference and Marketing Showcase.

Suzanne Cook, assistant director of the Data Center, focused on a quantitative review of business travel, explained the research methodology, and compared business with pleasure travel.

Travel Weekly Associate Publisher and Editor, Alan Fredericks, addressed the implications of the survey, its use for special market segments, and its applications to the overall business travel market.

In another segment of the program, Max Madsen, director of travel marketing for Better Homes and Gardens spoke on "Regional Trends in the Family Vacation Market." Using the Data Center's National Travel Survey as well as the magazine's many years' experience in travel advertising, he sketched the dimensions of the market and compared seasonal and regional travel flows.

Popular topics of previous years such as projections for international and business travel and a yearly review of travel trends are again part of the program.

The complete and updated proceedings of the 1987 Travel Outlook Forum be will published in the 1987

Outlook for Travel and Tourism and released in December 1986 by the US Travel Data Center.

Members of the Data Center and Travel and Tourism Research Association will receive a copy of the 1987 outlook when it is released. It is available to others for \$85 (prepaid only) from U.S. Travel Data Center, 1899 L Street, NW, Suite, 610, Washington, DC 20036, or call 202/293-1040.##

Hotels Show High Level of Discounting

Fierce competition in the lodging industry is a major cause of a high level of discounting, according to U.S. Lodging Industry, 1986, the Laventhol and Horwath (L&H) annual study on the state of the \$41 billion industry.

Discounts for the lodging industry averaged 20 percent in 1985, a slight decline from the average 21 percent in 1984. Discounts for resort hotels, however, averaged 24 percent.

Overall, room occupancies averaged 65.5 percent, down 3.5 percent.

Saul F. Leonard, national partner for leisure time industries, attributed the discounting and decline in occupancy to "significant increase in new hotel rooms that came on line in 1985," thus creating a surplus which outstripped demand. After the supply peaks at the end of this year, Leonard expects the industry to turn around by the fourth quarter of 1987.

The full study, U.S. Lodging Industry 1986, is available for \$65 per copy from Laventhol & Horwath, Publications Department, 1845 Walnut Street, Philadelphia, PA 19103.

Travel Prices Decline in July

Plunging gasoline prices in July contributed to the fourth decrease in travel prices this year. Travel prices fell 0.2 percent according to the Travel Price Index (TPI) compiled monthly by the U.S. Travel Data Center.

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), were virtually unchanged in July and stood at 328.0 compared to 327.9 the previous month.

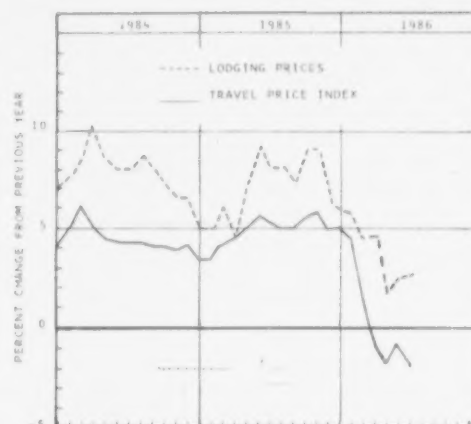
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dipped to 380.3 (1967=100) in July.

Gasoline prices decreased 6.5 percent in July, following a 4.7 percent rise the previous month. Intercity bus fares declined 0.8 percent over last month.

On the other hand, the costs of incidentals increased 1.7 percent in July, more than any other TPI component.

Because gasoline prices have fallen 27.4 percent since last July, the cost of travel in the U.S. is 1.6 percent lower than 12 months ago, compared to a 1.6 percent increase in the CPI.

Intercity bus fares have grown 10.2 percent, and intercity train fares have advanced 8.3 percent over the last 12 months.##



Travel Prices Fall Despite Lodging Price Increase

Monthly and Annual Rates of Change in the Travel Index and Components July 1986

TPI Component	Monthly Percent Change	Annual Percent Change
	June 1986 to July 1986	July 1985 to July 1986
Transportation		
Airline Fares	-2.1	-8.8
Intercity Bus Fares	0.4	4.9
Intercity Train Fares	-0.8	10.2
Taxicab Fares	0.1	3.0
Gasoline	-6.5	-27.4
Lodging	1.6	2.8
Food Away From Home	0.2	3.9
Entertainment Services	0.5	5.0
Incidentals	1.7	1.2
TRAVEL PRICE INDEX	-0.2	-1.6
CONSUMER PRICE INDEX	0.0	1.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

June Travel Posts Modest Increase

Travel during June showed an increase of almost 1 percent over year-earlier levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 2 percent rise in May, travel by Americans rose from 112.3 million person-trips in June 1985 to 113.1 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that weekend travel declined 10 percent.

Meanwhile total vacation travel fell almost 3 percent. On the other hand, vacation travel by Americans in this country increased 4 percent.

Business/convention travel dropped below the level recorded one year ago; however, pleasure travel increased 11 percent.

The average trip duration, 5.5 nights, remained unchanged from year-earlier levels. Round trip distance averaged 910 miles per trip, the same as June of 1985.

Automobile, truck, and RV travel rose 3 percent while air travel fell almost 3 percent from June 1985.

Travel including hotel/motel

accommodations declined 2 percent from levels recorded in June 1985. Stays at homes of friends and relatives, however, grew 3 percent.##

Authors Revise Tourism: Principles

Authors Dr. Robert McIntosh from Michigan State University and Dr. Charles Goeldner from the University of Colorado, well known tourism and travel scholars, have extensively revised the fifth edition of Tourism: Principles, Practices, Philosophies, their widely used industry reference and university textbook.

Dr. Goeldner has been secretary of the Data Center's Board of Trustees since 1973, and Dr. McIntosh was a member of the Data Center's first board.

The book describes the travel research process in detail and lists secondary and primary data sources.

Sections on data sources and travel-tourism research are useful to both students and tourism professionals.

The book is available for \$29.95 from John Wiley & Sons, Publisher, 605 Third Avenue, New York, NY 10158.##

Visitor Volume at National Parks

Region	JUN 1986 visits*	Change from JUN 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	1,445,312	5.8	6.7
MIDDLE ATLANTIC	4,051,621	29.6	19.1
SOUTH EAST	14,808,360	5.4	9.1
EAST NORTH CENTRAL	605,131	-11.2	-3.2
WEST NORTH CENTRAL	1,561,548	1.9	2.5
WEST SOUTH CENTRAL	1,348,144	-.2	5.5
MOUNTAIN	5,076,761	6.1	8.7
PACIFIC	5,325,862	11.7	9.9
TOTAL	34,222,739	8.1	9.4

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

CURRENT TRAVEL INDICATORS		Percent Change			
	Current Month	Current Value	From Previous Month	From Year-ago Month	Year-to-date 1986/85
<u>Establishment receipts or retail sales</u>					
Hotels, motels and other lodging places(1)	Jun	\$ 3,763 million	4.6	7.0	6.3
Eating and drinking places(2)	Jun	\$11,701 million	- 0.7	6.7	6.4
Gasoline service stations(2)	Jun	\$ 7,145 million	- 0.6	-15.2	- 8.9
<u>Commercial lodging demand</u>					
Hotel/motel occupancy rate(3)	Jun	64.1 percent	0.8	1.0	0.0
Real demand for commercial lodging(4)	Jun	57.1 million	5.6	4.0	2.5
<u>Airline passenger traffic(5)</u>					
Domestic revenue passenger-miles	Jun	22.0 billion	5.0	14.2	12.2
International revenue passenger-miles	Jun	5.7 billion	18.6	-15.3	-12.5
<u>Highway traffic volume(6)</u>					
Rural arterial vehicle-miles	Jun	43.0 billion	4.1	5.5	5.7
<u>Rail passenger traffic(7)</u>					
Amtrak passenger-miles	Jun	498.6 million	23.3	- 1.5	1.4
<u>Travel Price Index(8)</u>					
	Jun	381.1	1.5	- 0.9	1.1
<u>U.S. resident travel(9)</u>					
Total person-trips	May	100.1 million	41.6	1.8	2.7
Vacation person-trips	May	65.2 million	56.0	- 1.5	- 1.5
Total person-nights	May	450.5 million	48.2	- 4.5	- 0.2
Vacation person-nights	May	319.5 million	47.0	- 8.9	- 1.3
<u>Public use of national parks(10)</u>					
Visits	Jun	34,541,541	20.0	7.0	7.7
Overnight stays	Jun	2,271,437	71.6	8.2	0.5
<u>Foreign arrivals in U.S.(11)</u>					
From overseas	Jun	842,156	17.9	15.6	11.5
From Canada	Jun	867,652	6.6	3.0	0.7
From Mexico	Jun	56,640	6.0	-33.1	-17.6
<u>U.S. citizen departures(11)</u>					
To overseas	Jun	2,757,269	139.7	64.5	12.4
To Canada	Jun	1,852,603	42.5	14.2	15.9
<u>Domestic demand for motor gasoline(12)</u>					
Barrels per day	Jun	7,512 thousand	4.3	7.4	2.7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary: adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary: U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary: unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Hettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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